Customer Journey Map

1. Give context to why you're making this map, select which user persona to focus on, and use it to create the Customer Journey Map.

2. Analyze the journey and identify which opportunities to act on and which pain points to solve.

Give context

Start thinking about...

1. Touchpoints
2. Actions
3. Thought
4. Feelings
5. Paint points
6. Opportunities

Define Stage	Are you mapping a currently existing journey, or potential future one?
Customer persona	Every user will have a different journey. Choose one persona to focus on and dive deep into their specific experience of your product.
Scope & Timeframe	What aspect of your product are you focusing on? You can go big or get granular. On one hand, you can map out the customer lifecycle journey. On the other, you can map out the use of a specific feature or moment within the overall product use.

Definitions

Touchpoints

All of the moments a customer directly interacts with your company or product.

Actions

What actions does the customer take in these interactions?

Thoughts

What thoughts does the customer have before, during, after?

Feelings

Use a scale or use one word to describe the user's emotional state.

Pain points

What are problems and annoyances the user experiences?

Opportunities / Gain point

How can you fix a user's problem or find a new way to delight them? What about the experience is already delightful?

Customer Journey Map
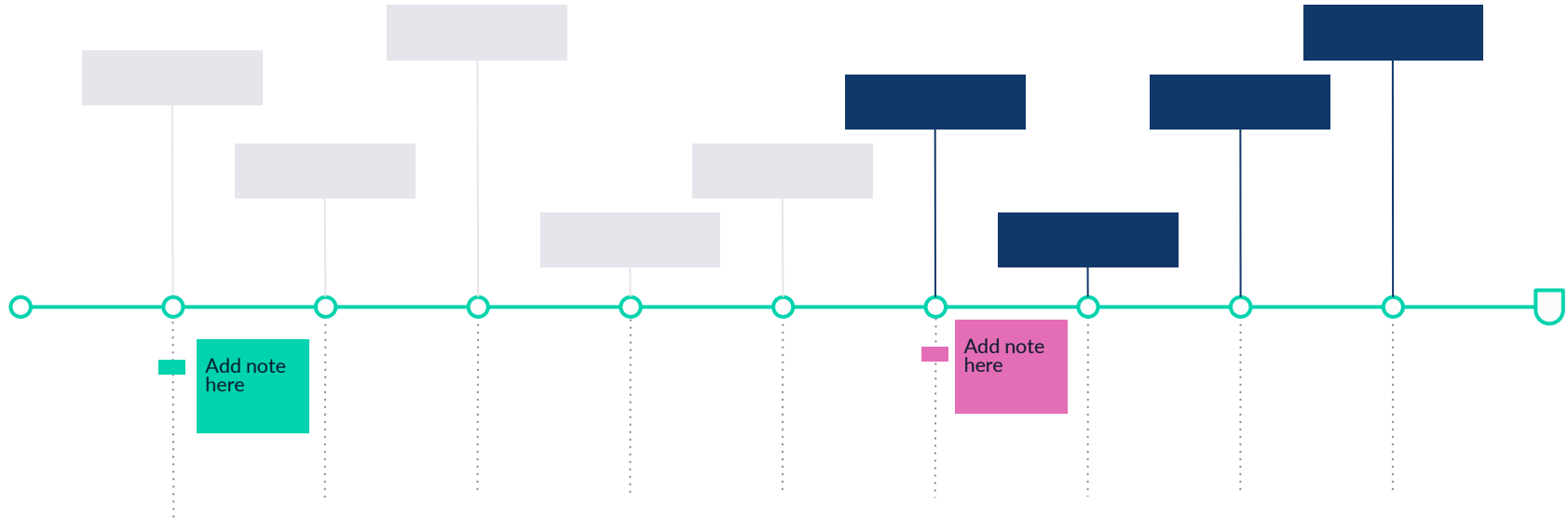
	Phase	Phase	Phase	Phase
Steps				
Touchpoints				
Actions				
Thoughts				
Feelings				
Pain points				
Opportunities/ Gain point				

Action or Touchpoint Map

An outline of customer actions or interactions with your product (actions or touchpoints depending on scope of the journey. Longer journeys can use touchpoints, shorter journeys will tend to use actions)

Add note here

Add note here

Give context

Start thinking about...

1. Touchpoints
2. Actions
3. Thought
4. Feelings
5. Paint points
6. Opportunities

Define Stage	Currently existing journey
Customer persona	A person calling a ride through your app for the first time to see how it compares with a competitor's
Scope & Timeframe	Small scope. Just the few minutes, covering account setup and first call

Customer Journey Map Part 1

	Account setup	Account setup	Account setup	Account setup
Steps	First app open	Accept permissions	Begin account setup	Enter phone and email information
Touchpoints	Interaction with app			
Actions	Click to open	Have to make a selection between allowing location services "only one" "only when the app is open" and "always"	Click "start"	Click into
Thoughts	"Ooh I like their logo"	"I don't like sharing my data"		
Feelings (1-5)	4 (unsure if they will like your app but open-minded	2 (annoyed but accept this as part of the process)		3 (things are moving along)
Pain points	Long loading time	Have to make a choice		Lots of asks one after another
Opportunities/ Gain point		Set permissions ask later in journey		Consolidate the asks into one (i.e. ask for gmail account and autofill)

Customer Journey Map Part 2

	Account setup	Account setup	Account setup	Call ride	Call ride
Steps	Confirm information	Accept terms and service	Enter payment information	Enter destination address	Confirm ride
Touchpoints	Interaction through, text, email and app				
Actions	Leave app to check messages and manually enter. Leave app to open email and click confirmation link	Scroll quickly to the bottom and click "Accept"	Stand up, grab credit card, enter card information manually	Leave app, opens chat app to confirm address. Enters home and destination address	Clicks button to confirm and waits to see the driver confirmed and how many minutes away
Thoughts		"Not reading this"	"When will I be able to order my ride??"	"Finally!"	Thinking about how long before pickup, if they'll make it on time to the event
Feelings (1-5)	2	2	1	3	4
Pain points	Have to leave app				Long load time
Opportunities /Gain point	Can automatically fill out info for a seamless experience		Message that this is the final step		Offer discount to make them excited about first ride

Persona: Customer familiar with rideshare apps, trying yours for the first time. Opportunity to win them over.

Account setup
Ride calling
Gain point
Pain point

First app open

Begin account setup

Confirm Ride

Accept permissions

Accept Terms & Service

Enter destination address

Confirm information

Enter personal information

Enter payment information

Long load time

Choice early on

Multiple asks in a row

Have to leave app

Encouraging message

Long load time

Set this ask to later in journey

Autofill this info for user

Discount off of first ride