Crash Course in CX Journey Mapping
What is a Customer Journey Map?

cus·tom·er jour·ney map

...visually illustrates customers’ processes, needs, & perceptions throughout their interaction and relationship with an organization
When Can Journey Mapping Be Used?

- Understanding & diagnosing experiences
- Designing experiences (redesign existing, create new)
- Implementing (as blue prints)
- Communicating (align, train, orient)
How To Map a Customer’s Journey
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2. Map a customer’s step-by-step experience
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3. Map touch points & systems “on stage” and “back stage”
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5. Identify problems & opportunities and prioritize
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CX Journey Mapping Tips

Getting started…

**Identify a specific customer**
prospects, frustrated customers, extreme users…

**Work from point A to B**
map upstream and down

**Keep it collaborative**
use post-it notes, life-size artifacts

**Focus on moments that matter**
start lo-res, use appropriate detail

**Start with assumptions**
then validate and gather more data
Key Take Away Points

CX Journey Mapping

• Map to understand & diagnose experience issues
• Use maps to reframe and reimagine experiences
• Redesign experiences to influence attitudes
• Leverage mapping to connect, collaborate, & align