

About this activity:

A customer journey map is a synthesis tool that organizes ideas and suggests opportunities based on an understanding of the customer experience.

Before Starting This Activity:

Required: Determine if the map should describe the current state, the future state, or a combination. Determine the characteristics of the experience that should be emphasized. This will suggest a starting customer journey map.

Preparation: None

Activity Details:

-   Is an individual and/or group activity
-  Takes 1 - 2+ hours or weeks
-  Materials required:
 - 8.5 x 11 Paper
 - Sharpie Markers
 - Post-It Notes

Variations Along the Potential Customer Experience

	No Diagnosis	New Patient	Normal Care	Deviant Case
People Involved	Loved ones, no-one (potentially hidden)	Doctor, nurse, loved ones, insurance company	Doctor, nurse, loved ones	Doctor, nurse, loved ones
Processes Used	None, self-care	MRI, blood test	Daily pill regiment, physical therapy, treatment diary	Emergency service
Technology Used	Over-the-counter medicine, internet research	Over-the-counter medicine, internet research	Calendar, pills	Ambulance, IV
Major Decisions Encountered	To visit the doctor, potential costs incurred, better not knowing	To begin treatment, drug benefits vs. side effects tradeoff	To continue treatment, how to pay, how to treat symptoms	Future avoidance, cost and payment, insurance premiums
Primary Emotions Evoked	Scared, anxiety, annoyance	Scared, anxiety	Resigned, tedious	Scared, embarrassed

The Customer/Company Framework

Motivations					
Activities					
Questions					
Barriers					
Stages:	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Products					
Interactions					
Messages					
Settings					

A Customer Journey Map:

- Is user-centered
- Different from how clients view the world
- Looks at facets of the holistic experience
- Can be used to describe the current experience.
- Typically occurs early in synthesis.
- Can be used to describe the potential experience, suggesting opportunities and conceptual ideas. This typically occurs later in synthesis.

Considerations and Steps

1

Determine if the map should describe the current state, future state, or a combination.

2

Determine the characteristics of the experience that should be emphasized. This will suggest a starting customer journey map type.

3

Plot experiential stages on the x-axis. Their number and naming may vary.

4

Plot the y-axis which can vary widely based on the type of map. It can refer to themes, segments, archetypes, business units, platforms and elements.

5

Begin to position content on the map. The content varies widely based on the type of map being developed.

6

Consider what happens in each stage and in the transitions between stages, and hold a discussion about each stage and transition.

7

Determine whether to create alternate maps for different segments, archetypes, themes, or platforms.