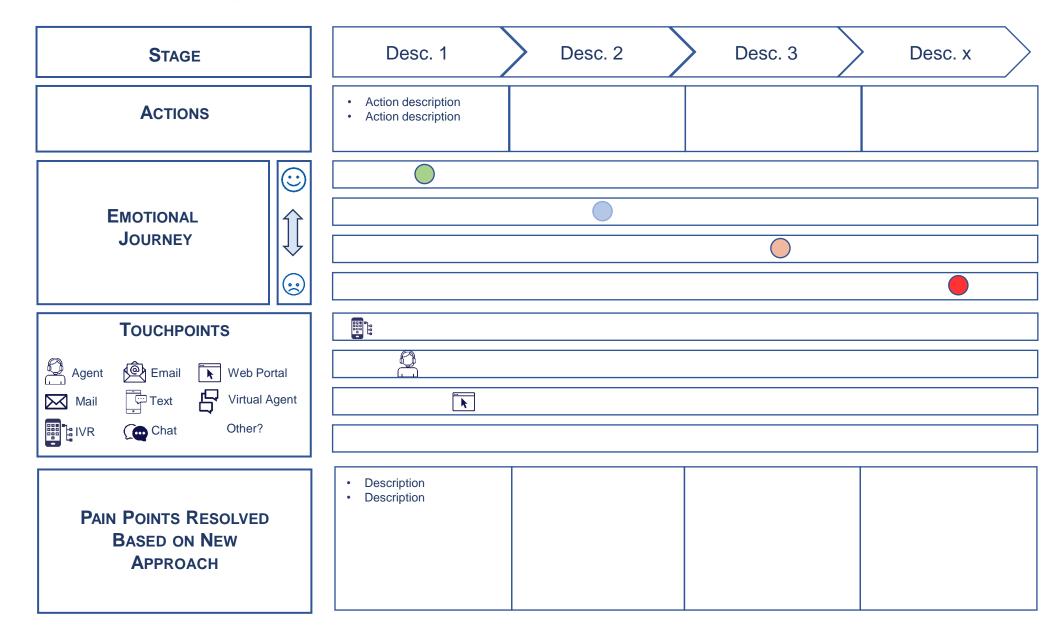
Customer Journey Map Format





Customer Journey Map - Component Descriptions



- <u>Stages</u>: Stages represent the main phase of a customer's experience. An experience can be broken down into stages in order to better understand and organize an experience. For example: If the experience you are mapping revolves around a buying process the stages might be: Problem/Need Recognition, Information Search, Evaluation of Options, Purchase Decision, Post-Purchase Use. Each stage normally contains several steps or actions.
- 2. <u>Actions</u>: A journey map visualizes experiences as a sequence of steps from the perspective of the customer. A step is any experience the customer has, such as with another person, a machine, or a digital interface. Steps can also be activities, such as walking, or waiting.
- 3. <u>Emotional Journey</u>: Emotional journeys are graphs representing the customer's level of satisfaction at each step, often on a scale from -2 (very negative) to +2 (very positive). An emotional journey visually reveals obvious problems within a specific experience.
- 4. <u>Touchpoints</u>: Touchpoints can also be referred to as Channels, and they are any means of communication involved at a specific step, such as face-to-face interaction, a website, an app, a TV advertisement, or an IM chat. Specifying which channel or touchpoint the customer is using helps us understand cross-channel experiences.
- 5. <u>Pain Points</u>: One of the main outputs of a journey map is to identify and highlight pain points that a customer experiences throughout the entirety of an experience. These can happen at any stage of the journey and uncovering these enables us to identify opportunities for improvement.

