

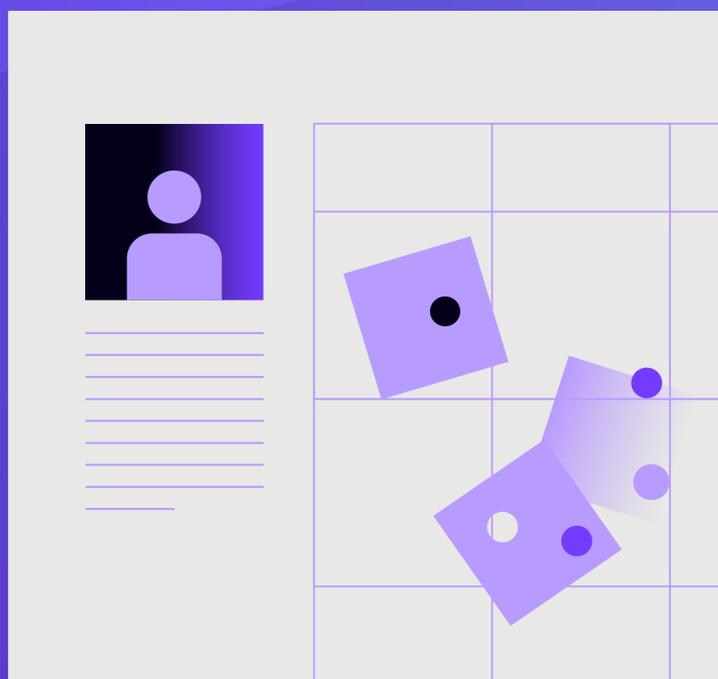
# Customer Journey Mapping

Duration **60-90 MIN** Complexity **Medium** # of Participants **2-7** Who to Involve **Designers, Stakeholders, Users**

A journey map is a detailed visualization that depicts the experience of a customer persona as they use a specific product. The map outlines the steps customers will take when interacting with your product or service. It helps:

- Understand your customers more, so you can provide tailored experience.
- Measure the progress of optimizing your purchase process against the customer experience desired by your customers.
- Reveal areas where you are losing customers and how you can shore up and strengthen those areas.
- Identify growth opportunities.
- Stays true to what your audience wants and needs.

Design stage: **Empathise**



# Customer Journey Mapping

## How it works

- 1 Name a customer persona**  
A customer persona (or buyer persona) is a fictional character that represents your average customer based on user and market research. Imagining this persona's age, job function, personal goals, etc. can help you step into the customer's shoes and thoroughly develop the customer journey story.
- 2 Define scenario**  
Next, you will need to define the scenario you'll map and what goals you're trying to achieve with this exercise.
- 3 Map significant milestones in the customer journey**  
List each stage your business intends for a customer to take to reach a goal horizontally at the top of the canvas.
- 4 Identify what customer does, thinks, and feels**  
Show participants how to get going by writing the first thing the persona does on a sticky note. The whole group can then grab stickies and markers and continue plotting the journey action by action, one action per sticky.
- 5 Touchpoints**  
Map touchpoints at which your customer can form an opinion about your company. Touchpoints are anywhere your company has direct contact with potential or existing customers.
- 6 Map the pain and improvements points**  
Go back over the map and jot down pains and improvements points on sticky notes. Place them underneath the corresponding stickers on the journey. Then vote with voting dots to identify the most important ones to take action.



### Usefull Tip 1

Use different color sticky notes for pain points and improvement opportunities - it is easier to distinguish the outcome on the map.

### Usefull Tip 2

Conduct voting session to identify the most important pains and the most valuable oportunities to come up with action points.

### Usefull Tip 3

If you have an opportunity, involve customers in the session to help validate and challenge the journey map. You'll be more confident what comes out of this session since your customers will be validating it with you.

Use different colors for pains and gains

Vote for most important points

Involve real customers

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## Customer Journey Map - Example

Persona	Stage
 <b>Name</b> Positions	
<b>Scenario:</b>	
<b>Goals:</b>	
<b>Legend:</b> 	
	<b>Doing</b>
	<b>Thinking and feeling</b>
	<b>Touchpoints and tools</b>