

Journey Mapping

11 Steps to Creating a Successful Journey Mapping Experience

Tools

Pens (various colors preferred)

Post-it notes (various colors preferred)

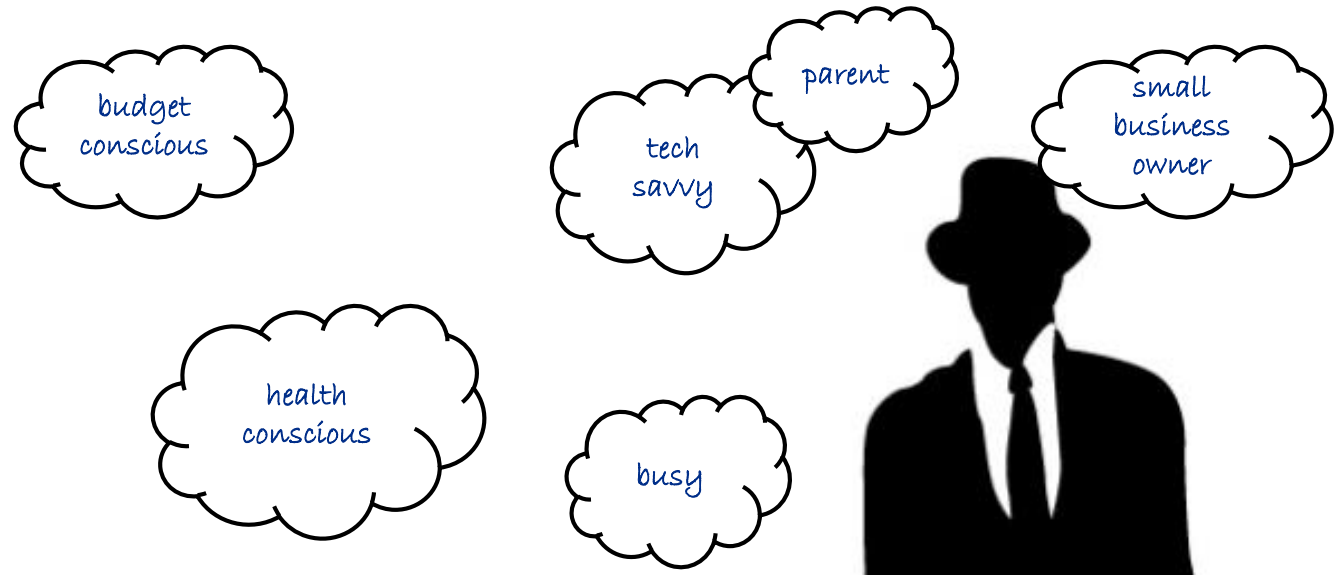
Board (or large sheet of paper)

Small Group



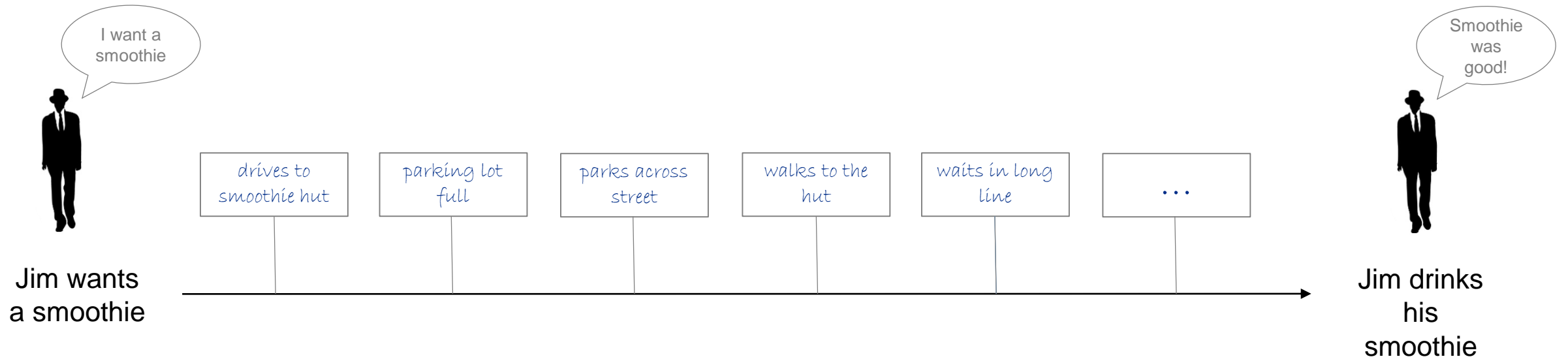
Step 1

Choose a customer and their journey.



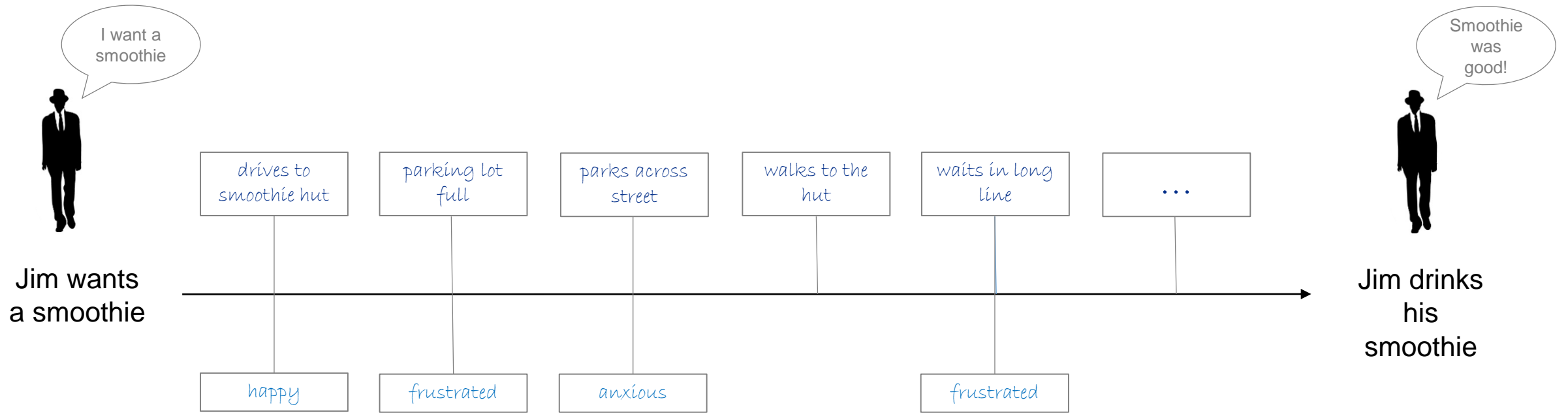
Step 2

Get in the customer's frame of mind and write a few attributes about them.



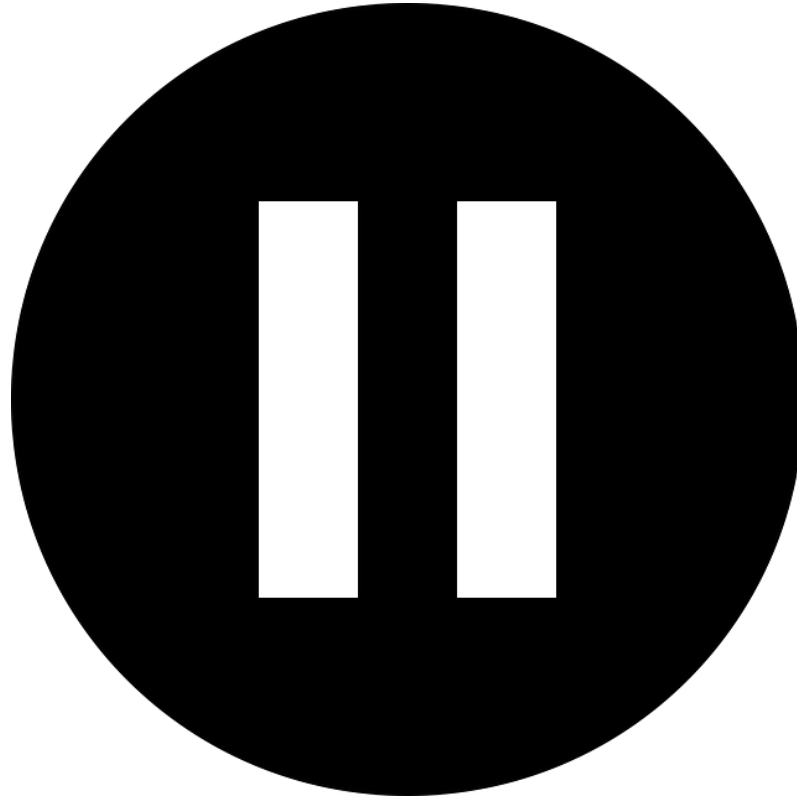
Step 3

Write each step in the customer's journey.



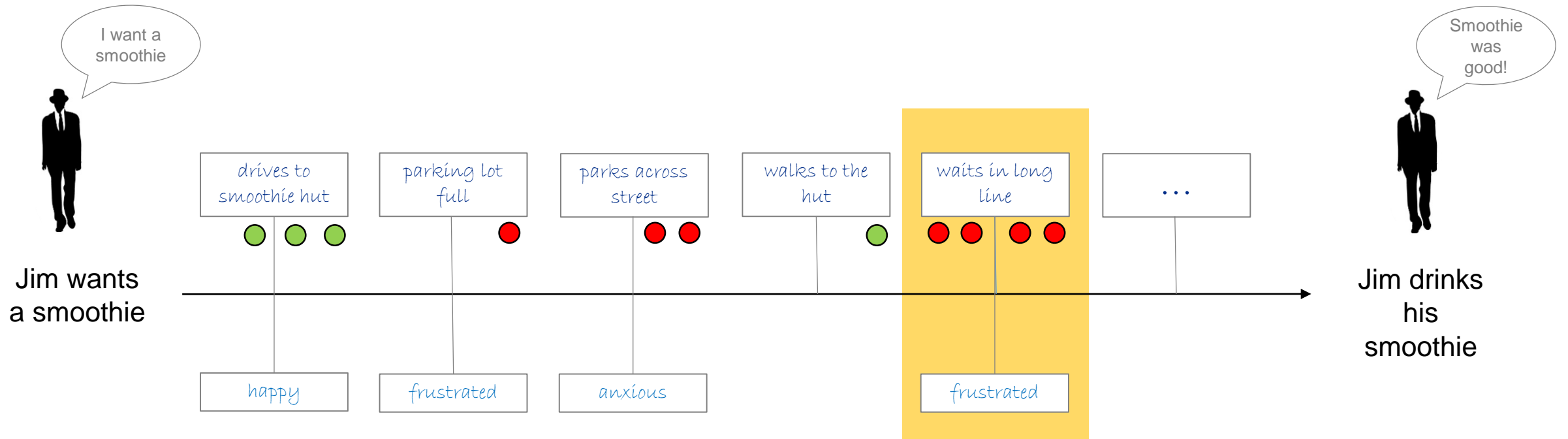
Step 4

Write the emotions the customer might feel at each step.



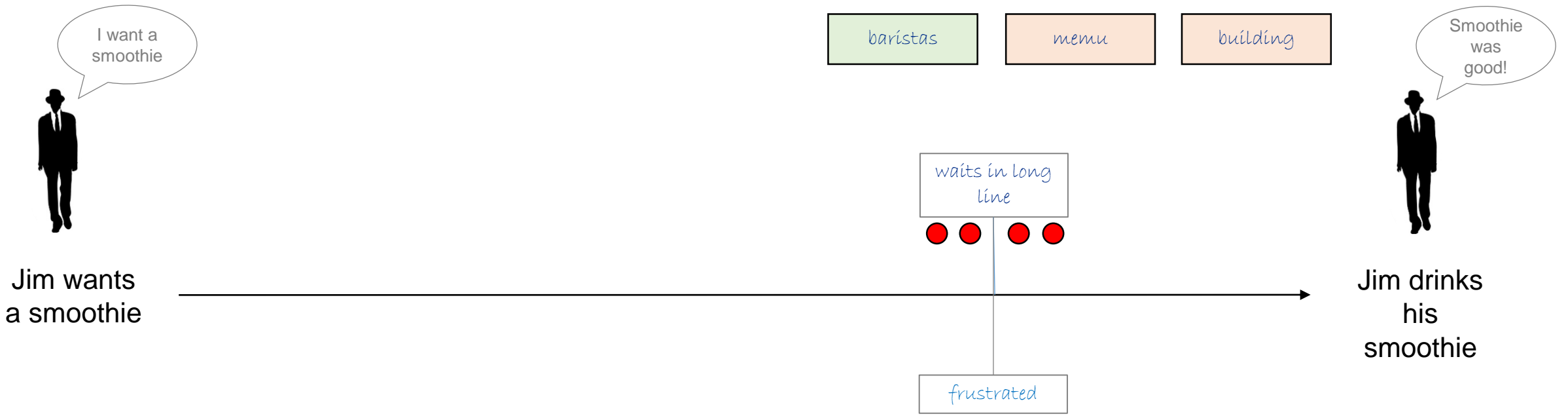
Pause

Take a moment to look over what has been written and see if you could add extra steps or emotions



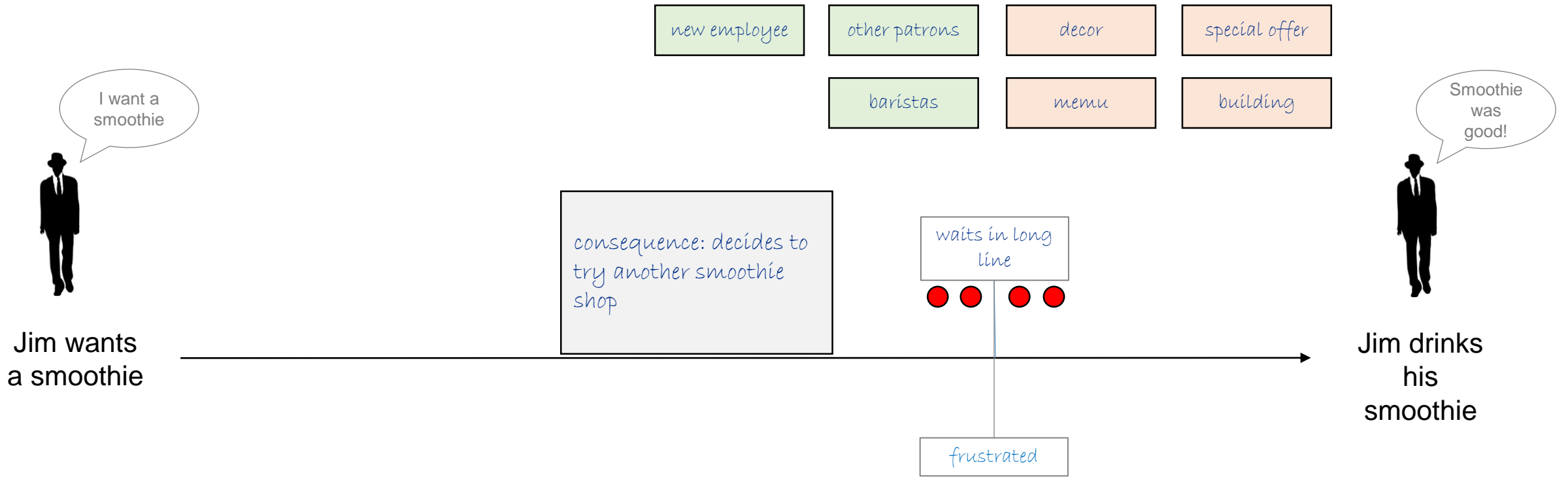
Step 5

Cast votes for the most impactful moment; negative(red) & positive(green).



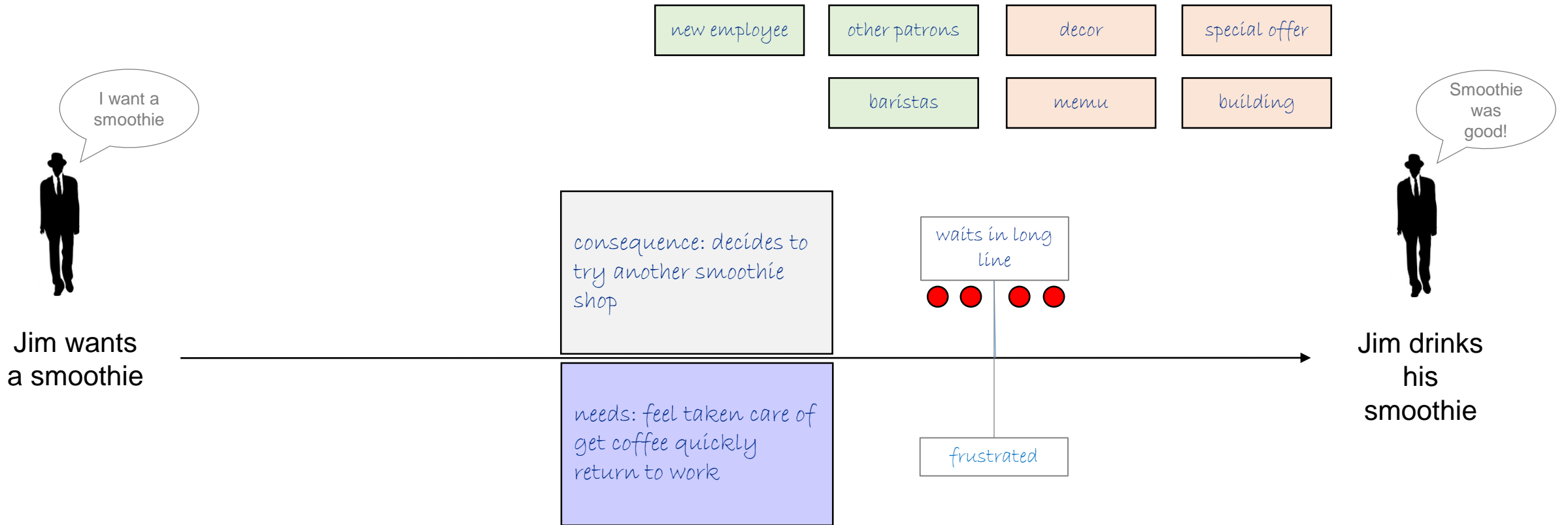
Step 6

Identify the people and things that are involved with the impactful moment.



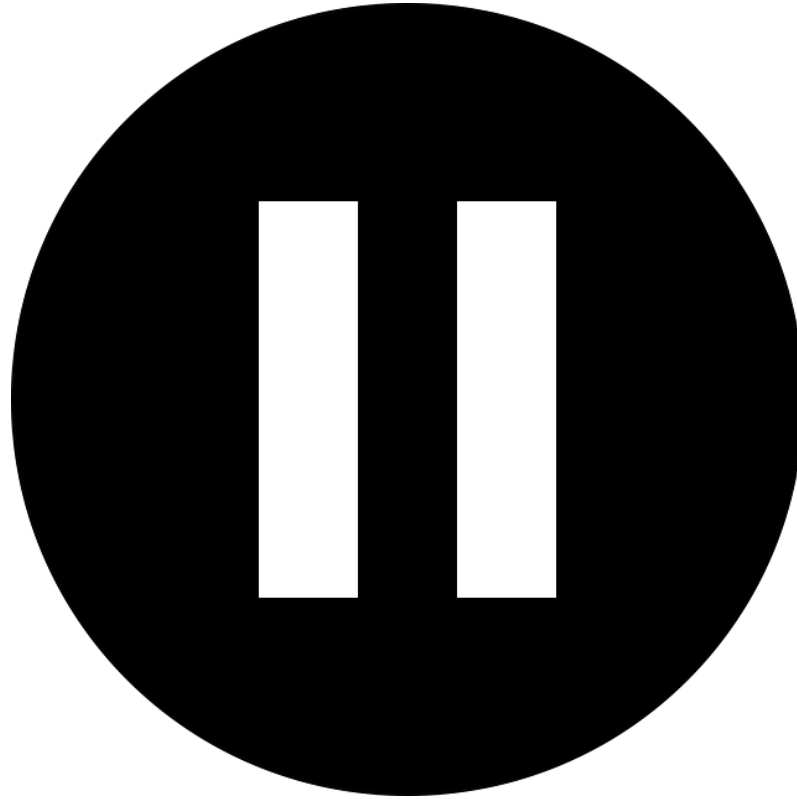
Step 7

Determine a measurable consequence that the impact moment has on the customer



Step 8

Write out the wins or needs of the customer during the impact moment



Pause

Take a moment to look over what has been written. See if you could modify people, things, needs, impacts, etc.

consequence: decides
to try another
smoothie shop

needs: feel taken care
of get smoothie
quickly return to
work

desired exp:
fast, efficient
service

desired exp:
waiting on line can
be productive

desired exp:
this is worth the
wait

Step 9

Brainstorm the desired experience: how you want this customer to feel.

consequence: decides to try another smoothie shop

needs: feel taken care of get smoothie quickly return to work

desired exp: fast, efficient service

desired exp: waiting on line can be productive

desired exp: this is worth the wait



improve training program for smoothie makers

display news updates/ provide wifi

organic produce delivered fresh daily

Step 10

How to get the customer to the desired experience.

This new experience will address Emotions and Impact Moment(steps 4-5) *customers feeling frustrated while waiting in line.*

We can accomplish this through Creating a new Desired Experience(step 10) *improvement of training for smoothie makers, displaying news updates/ wifi, and providing fresh organic produce everyday.*

These changes will impact Measurable Consequence(step 7) *improve customer retention by 3%.*

Step 11

Propose new experience with a statement.



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