



ACTIVITY

CUSTOMER JOURNEY MAPPING

OVERVIEW

Capture multiple levels of observation through a journey map. Aspects such as social, emotional, functional, and aspirational experience can be seen over the time frame of the user's engagement.



TIME NEEDED
90-120 minutes



MATERIALS
A whiteboard, markers and sticky notes

STEPS

1. Give each participant sticky notes and markers. After identifying the customer or noncustomer to map, each participant identifies (and writes on sticky notes) all the activities throughout the customer experience, from initial awareness to the final action they take in their journey. What is the first step of awareness and attraction? What is the first touch-point with the offering? Once engaged, what experiences occur? What happens at the stage when the customer leaves the experience? Is there a phase where the customer's experience is extended? Place the activities on a white board. Group the activities into clusters (or stages) of related activities.
2. Name each cluster/stage and write it on a sticky note. Place the sticky notes as headers at the top of the whiteboard. Next, create rows to frame your journey with dimensions or lenses of perception. Examples of dimensions include: social, emotional, and functional; or pain points and moments of "wow." You can also include channel or place as a dimension. Write your dimensions on sticky notes to label each row.
3. For each row, participants will consider that dimension as it relates to each "stage" in the customer journey. What is happening in relation to that dimension? What are they thinking and feeling? Write ideas on sticky notes and post on each stage across the dimensions.
4. When complete, discuss as a team to review all the ideas. Remove duplicate sticky notes. Simplify and edit to create an easy to see and understand visual map.
5. Continue your team discussion to synthesize the key insights you have made while creating the customer journey. Craft your insights into succinct, memorable full-sentence statements. Take photos of all whiteboards.

Additional activity resources and templates can be found at: www.theartofopportunity.net.

