DIY: Customer Journey

The Customer Journey map aims to understand in detail the user/customer's experience when interacting with companies, products, or services. This activity establishes a common understanding within the team in order to realize a unique experience.

Project Details:

Project/Problem Area:

Date and Time:

DT-CJ-18

Persona - WHO is taking the journey. (1) Choose the persona and describe it briefly.	**Scenario -** WHAT specific task/situation is being mapped (2) Determine the scenario	**Goals and expectations -** WHY the user is undertaking the journey (3). What are the goals and expectations?

Typical Journey (4)

Describe the Customer journey. Define the individual steps

Stage 1: Forwards (Pre-action) | **Stage 2: While (Action)** | **Stage 3: Afterwards (Post-action)**

Action (4)

Define the individual actions

Thinking (5)

Amend what the person says or thinks about it. Quotes

Emotions (6)

Complete the emotion curve

Opportunities (7)

Define the improvement possibilities.

Area of responsibility (8)

Determine the person responsible for action and processes.