

# Welcome to

# Design Thinking and Customer Journey Mapping Course

*Feb 22 - Mar 14*

*Nilakantasrinivasan J*

## Course Objectives

- Understand Design Thinking – Concept and Applications
- Analyze the various elements of Customer Journey Map to redesign Customer Experience
- At end of the course, **you will create a customer journey map for live scenario**

## Course Curriculum

- Design Thinking Overview
- Relevance of Journey Map
- What is Customer Journey Map?
- Process Map Vs Customer Journey Map
- Case Study: Creating Detailed Customer Journey
- Soft aspects of Journey Mapping & Next Steps
- Develop Customer Journey Map

- Watch self-paced video lectures every week
- Attend 4 Weekend Live Online Instructor Led Classes of 2 hours each (Sat – 11.30 AM to 1.30 PM IST)
  - Get personal guidance from instructor
  - Interaction with participants during live classes
  - Discuss application challenges
- Complete Weekly Quiz & receive feedback
- Complete Project Assignment on Customer Journey Map creation
- Participate in Peer & Instructor Evaluation
- Duration : 1 month

Session	Topic	Online Class Date	Quiz Completion Date	Self Paced Video Lectures Completion Date
1	Design Thinking Overview, CJM Importance	22-02-2020	25-02-2020	Nil
2	Elements of CJM, Creating CJM	29-02-2020	03-03-2020	28-02-2020
3	B2B Case Study	07-03-2020	10-02-2020	06-03-2020
4	Project Presentation	14-03-2020	Nil	Nil

# Our Clients



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# Our Digital Learning Initiative

**SixSigmaCertificationCourse** is an online initiative of Canopus

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1. Join the weekly sessions on time
2. Keep yourself in mute as and when needed
3. Freely interact and exchange ideas and thoughts on the topic
4. Decide what can be taken off-line
5. Complete deliverables on time
6. Utilize reference material
7. Learning material provided is only for your personal learning purpose. Not for circulation and not for internal or external training purposes

Platform and Program Related Support :

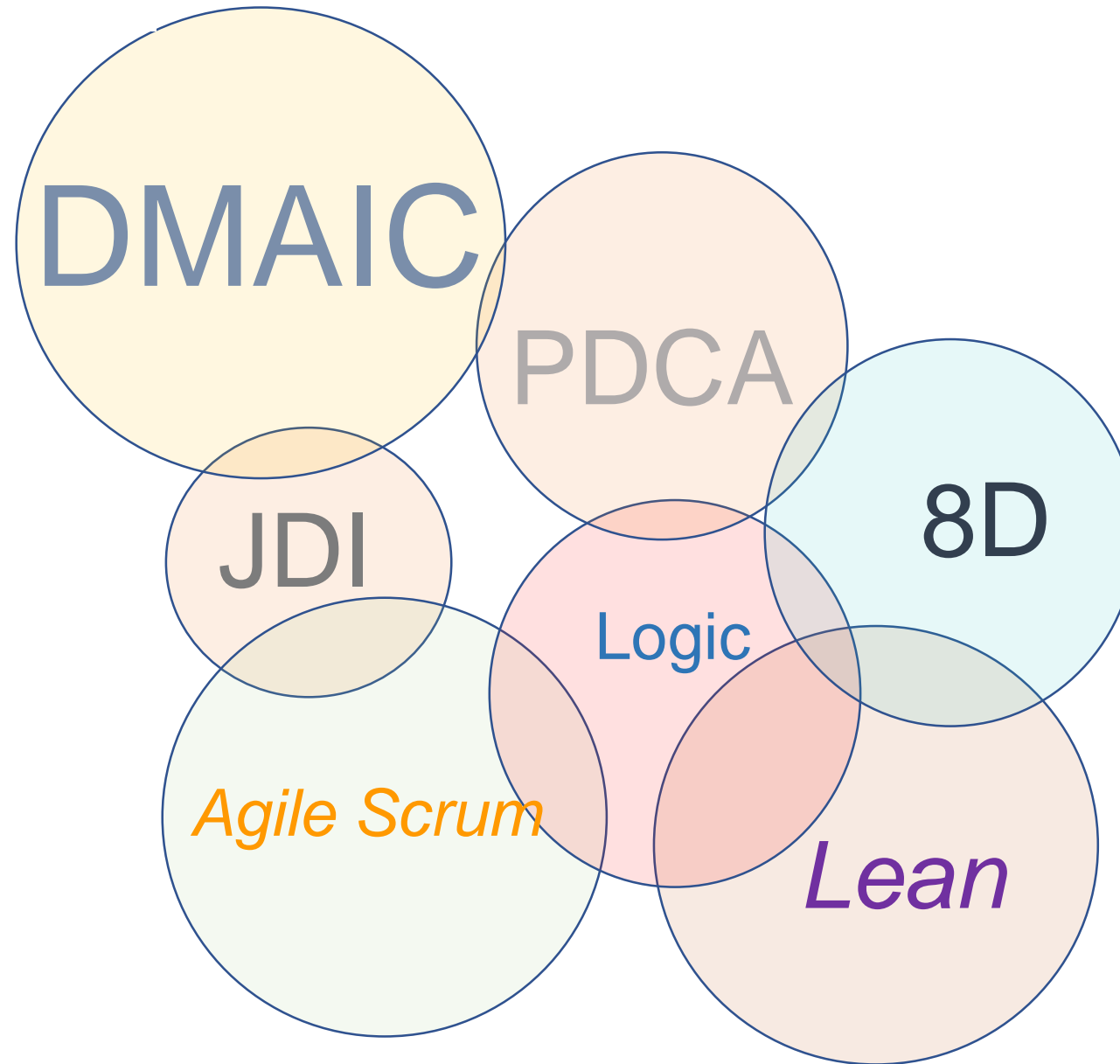
[suba@collaborat.com](mailto:suba@collaborat.com)

Subject Matter Queries:

[neil@collaborat.com](mailto:neil@collaborat.com)


- Design thinking – context setting
- When and when not consider design thinking?
- What to expect from it?
- What are the possible challenges you will encounter?
- Q&A



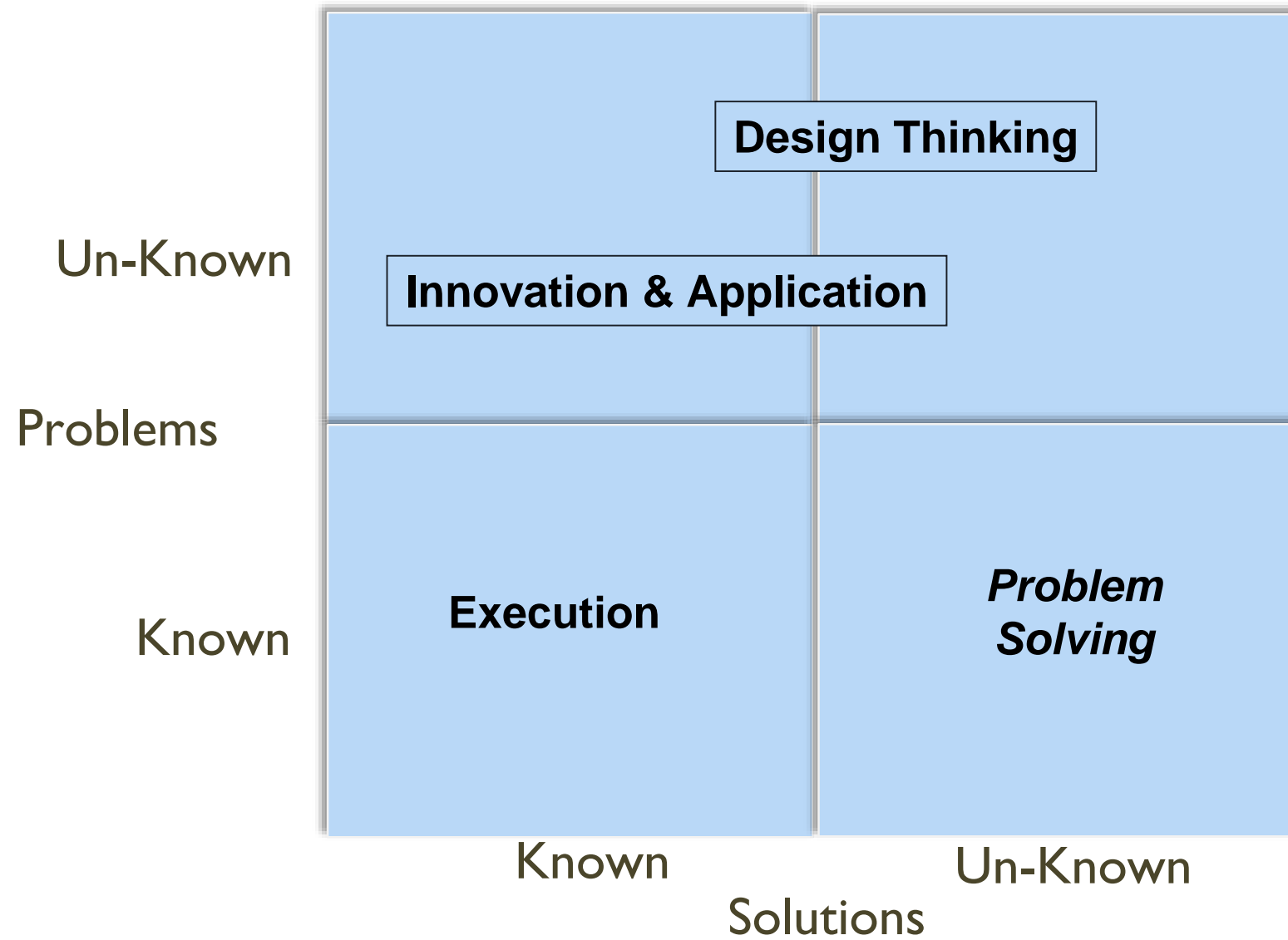




- Increasing VUCA
- Running out of patience
- ‘Lone-wolf’ problems Vs ‘Mob’ problems
- Linear & Rigid framework of problem solving
- Lack of human touch (functional, not emotional)
- Narrow solution pool
- Practicality of solutions
- Success Rate/Recurrence


- 
- Cause & effect relationships are not obvious
  - Incomplete or contradictory knowledge
  - Many stakeholders/many opinions
  - Interconnected problems

# COMPLEX PROBLEMS



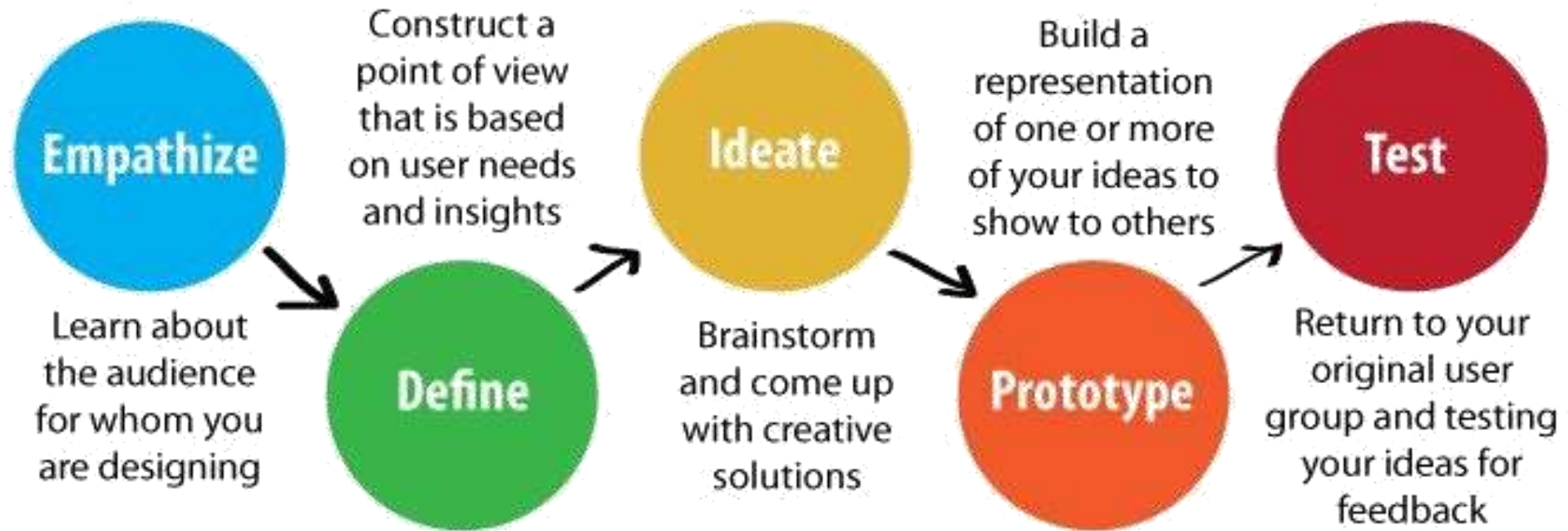
**Design thinking is a solution based  
complex problem solving approach.**



A close-up photograph of a pottery wheel in motion, creating a blurred effect of concentric circles. A small, light-colored ceramic bowl is being shaped on the wheel. The background is dark and out of focus, showing some pottery tools and a person's hands.

**Action-oriented**  
**Empathizing with customers**  
**Gain insights**  
**Emotional and Functional value**  
**Iterative**  
**Validation driven**

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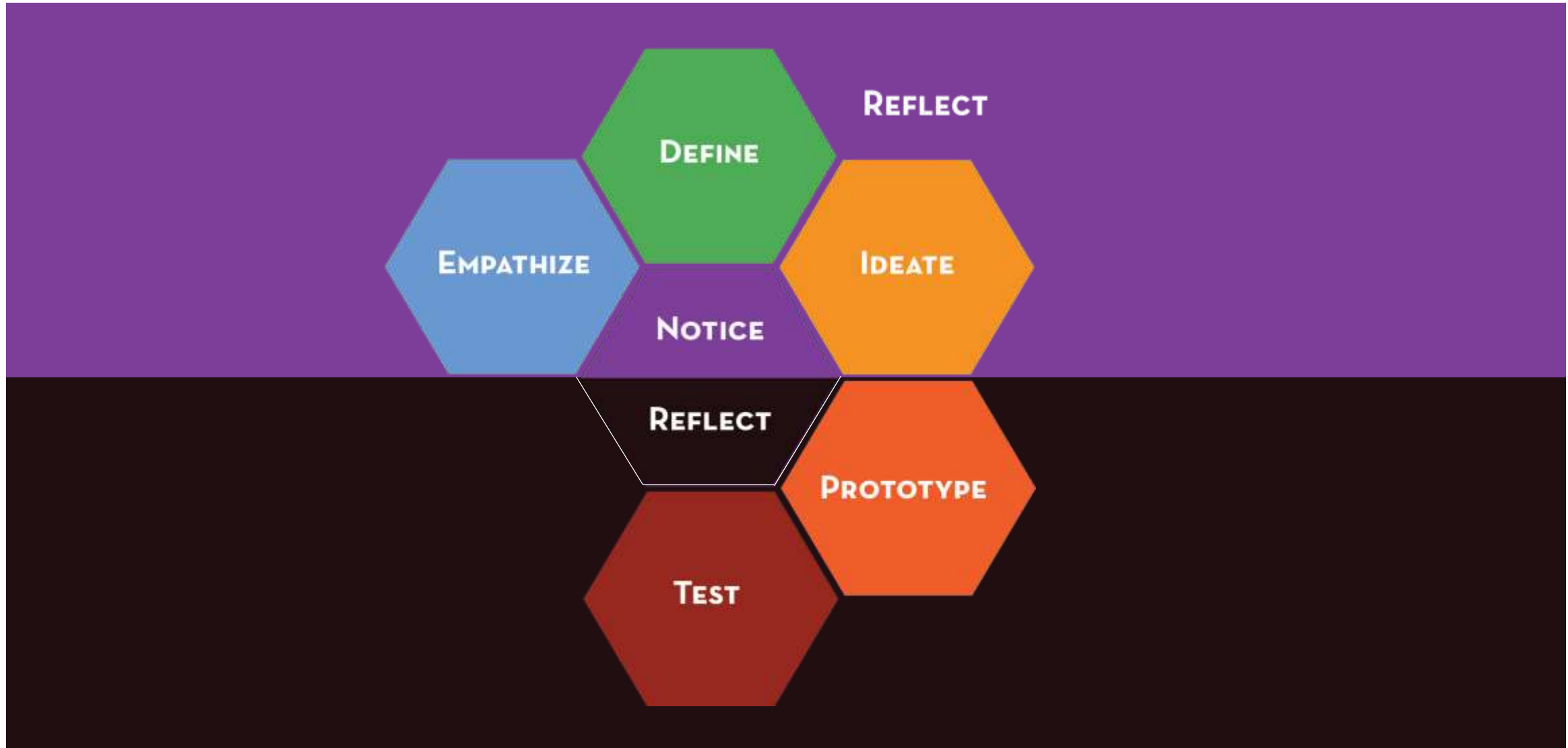




# Notice - Reflect



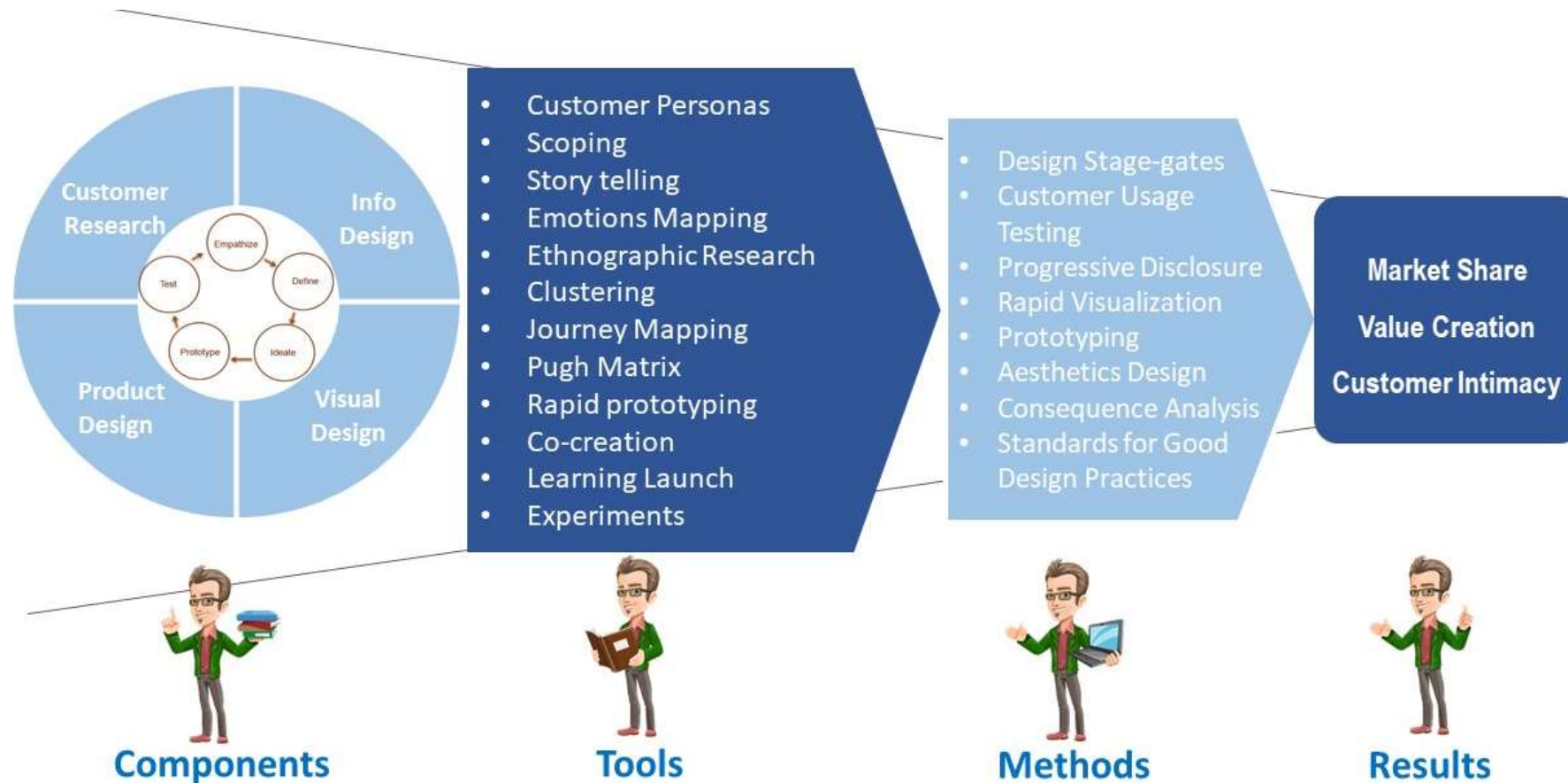


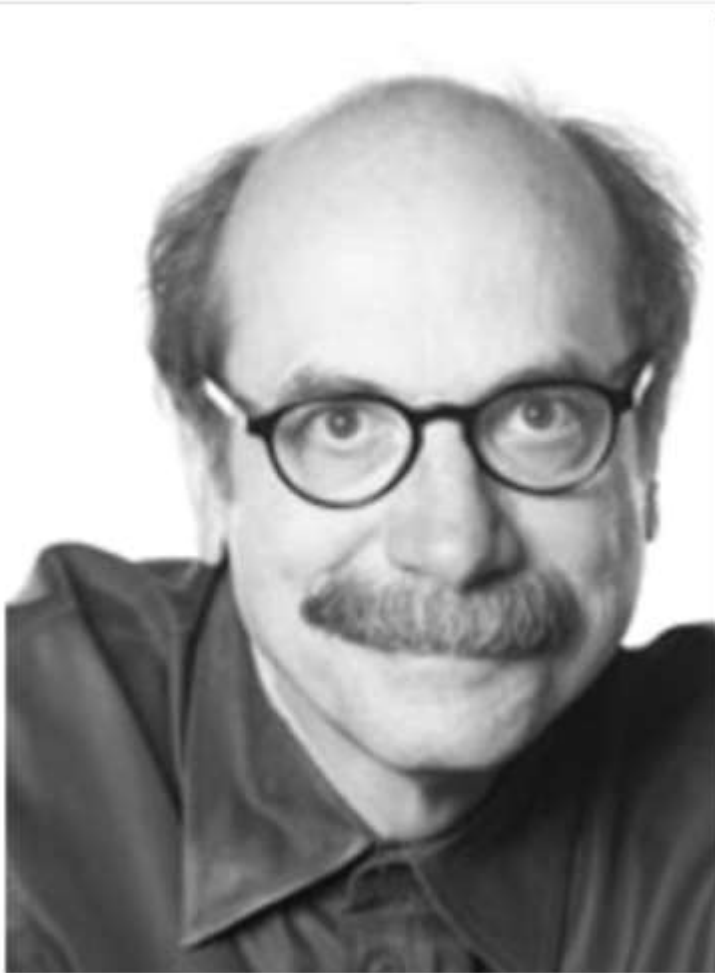


# Work through a series of questions.....

- The current reality (*What is?*)
- The envisioning of a new future (*What if?*)
- The development of some concepts for new-business opportunities (*What wows?*)
- The testing of some of those in the marketplace (*What works?*)

# Design Thinking – Goals & Tools



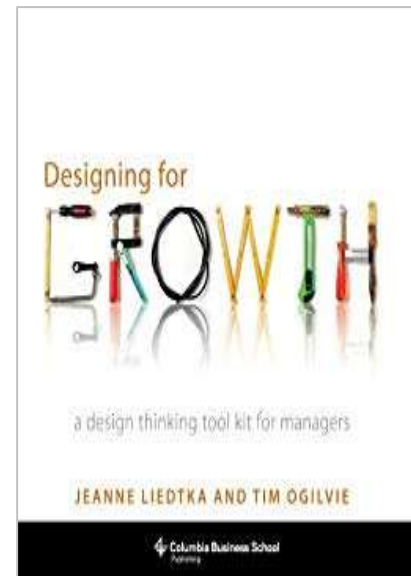
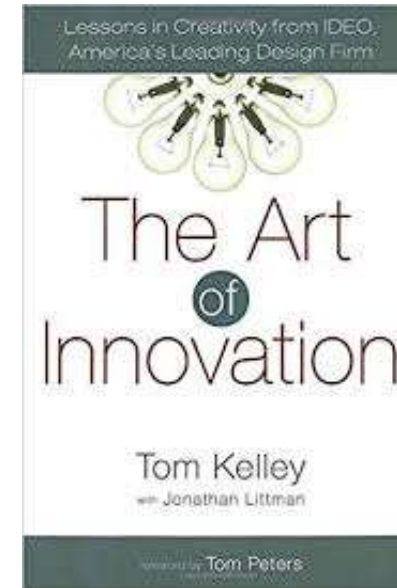
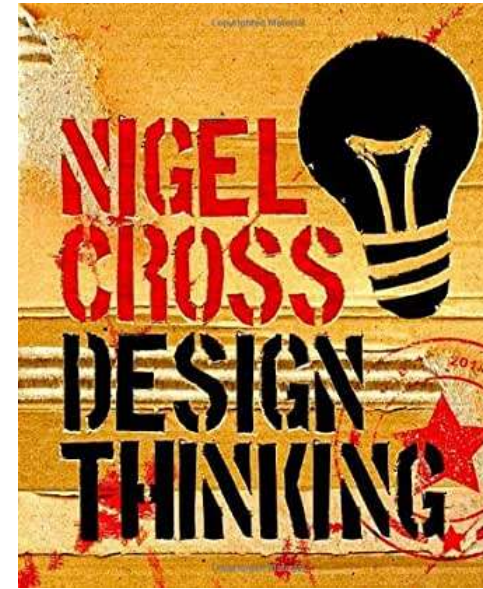
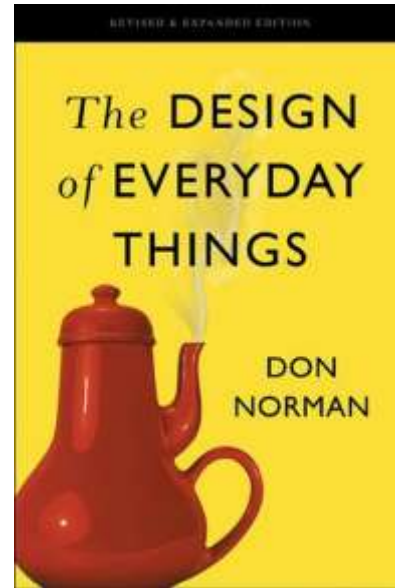


The main tenet of design thinking is empathy for the people you're trying to design for. Leadership is exactly the same thing - building empathy for the people that you're entrusted to help.

— *David M. Kelley* —

AZ QUOTES

# Design Thinking Books







## Videos:

Ted Talk: David Kelley Human Centered Design

## Articles:

- In Conversation with **David Kelley: From Design to Design Thinking at Stanford and IDEO**
- How to apply a design thinking, HCD, UX or any creative process from scratch
- Design Thinking Is Not A Process, It's A Mindset
- Why Design Thinking Works

# Design Thinking - Reasons To Fail

## EMPATHIZE



**YOU DIDN'T BELIEVE  
EMPATHIZING MATTERS  
IN YOUR BUSINESS**

## ITERATIVE



**YOU EXPECTED  
LINEAR STAGE-GATES  
AND NOT AN ITERATIVE PROCESS**

## COLLABORATE



**YOUR DEFINITION OF  
COLLABORATION  
IS WHEN EVERYONE AGREES**

## VISUALIZE



## TIME



**YOU WERE IMPATIENT, AND  
THOUGHT THAT  
DELIBERATION IS POOR  
DECISION MAKING**

## QUALITY



**YOU BELIEVED IN  
HEADS DOWN TEMPLATE  
DRIVEN APPROACH**



# A weekend shopping experience



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# What is Customer Journey Map?



The premise for Customer Journey Map is to put aside our processes and focus on the flow or journey that the customer goes through for solving his/her problems (& your products/services may just be one part of that solution)

# Customer Journey Map



- It is a framework to explore all possible scenarios of customer journey
- It is based on strong experimentation or fact validation
- Excellent opportunity to get a holistic view of the entire customer journey rather than just focus on touch points

# Customer Journey Map Application



- Improve CX
- Design new products or services
- Disrupt/Innovate
- Increase emotional connection

# Customer Journey Map – Additional Reasons



- Core experience issues
- Inability to create a wow experience
- Inability to differentiate from competition
- Personalization
- Customer retention an issue

- 20% increase in customer retention/repeat purchases
- Lift in loyalty by 10-20 %
- Boost sales by an average of 5-10 %

# Journey Map Vs Process Map

## Customer Journey



## E2E Customer Acquisition & Service Management Process



# Deliverables for Next Week



1. Complete Quiz
2. Watch Videos
3. Think of a wicked problem in your organization related to customers. Write it down from your perspective and from customer perspective