

# Welcome to

# Design Thinking and Customer Journey Mapping Course

*Feb 22 - Mar 14*

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# Deliverables for Week 1



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

# Business Objectives of CJM

What are the  
business needs  
to do CJM for  
your business?

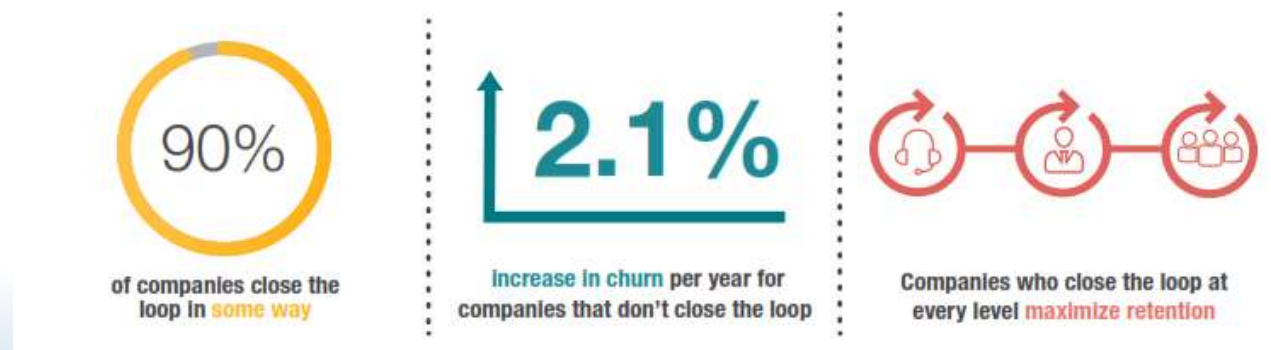


# Journey Drill Down

Customer Journey Maps can be created at various levels of detail



- When customers have a task to complete or a need to fulfill through the company, that's an episode.
- Has a clear start and end, marked by the customer completing what he or she set out to do.
- Range from a single interaction (such as paying a bill online) or an intricate series of interactions spanning weeks (getting fixed broadband service moved to a new home).



Source: NPS & CX Benchmark report 2018

# Key Elements of Customer Journey Map



# Detailed Journey



- |   |  |   |   |   |   |  |  |
|---|--|---|---|---|---|--|--|
| <ul style="list-style-type: none"><li>• Find out about school, office and family commitments</li><li>• Speak to family members about their interest to go on a vacation</li></ul> | <ul style="list-style-type: none"><li>• Discuss with family members about vacation options</li><li>• Discuss with friends</li><li>• Review travel websites/ newspaper/ magazine/ travel websites</li><li>• Get a sense of possible locations and costs</li></ul> | <ul style="list-style-type: none"><li>• Discuss with family members in narrowing down the options</li><li>• Search online for options/ packages</li><li>• Reach out to travel agents for information/ suggestions</li><li>• Finalize Vacation spots</li></ul> | <ul style="list-style-type: none"><li>• Seek out for best rates for travel</li><li>• Seek out help on itinerary</li><li>• Finalize itinerary with family</li><li>• Make payment and book tickets and hotel</li><li>• Arrange for Visa if required</li><li>• Research in the web and find out interesting things to do</li></ul> | <ul style="list-style-type: none"><li>• Figure out what to pack (essentials, FOREX, etc)</li><li>• Print tickets/ boarding pass</li><li>• Reach airport</li><li>• Take the flight</li><li>• Reach destination</li><li>• Reach hotel</li></ul> | <ul style="list-style-type: none"><li>• Get acclimatized</li><li>• Figure out Mobile Number to use locally</li><li>• Arrange for all activities in Hotel</li><li>• Have fun</li><li>• Don't miss out Shopping</li><li>• Keep up schedule</li><li>• Manage food preferences</li><li>• Take care of health/safety of family members</li><li>• Keep track of FOREX</li></ul> | <ul style="list-style-type: none"><li>• Figure out what to pack (essentials, FOREX, etc)</li><li>• Print tickets/ boarding pass</li><li>• Reach airport</li><li>• Take the flight</li><li>• Reach home city</li><li>• Plan for meals</li></ul> | <ul style="list-style-type: none"><li>• Download photos from devices</li><li>• Share photos in social media</li><li>• Share gifts/goodies with friends</li><li>• Tell friends about good and bad experiences</li><li>• Relish the experience within family</li></ul> |
|---|--|---|---|---|---|--|--|

# What are Personas



- Buyer personas are fictional, generalized representations of your ideal customers.
- Help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.





### Business Users

"Traveling is a large part of my job and I seek to minimize my travel time and expenses."

4+ Trips/Month Tech-Savvy

### Shopping Preferences



### Channels



### Frequent Travelers

"I want to find cheaper flights for my job and vacations without much hassle."

3+ Trips/Month Cost-Conscious

### Shopping Preferences



### Channels



### Occasional Travelers

"Most of my travels are vacations as opposed to business flights or exchange flights and delays."

1 Trip/Month Fun-Seeking

### Shopping Preferences



### Channels



## Kayla the Millennial

**Name:** Kayla  
**Age:** 23  
**Gender:** Female  
**Travel Style:** Adventure  
**Location:** Boulder, CO  
**Preferred Language:** English  
**Income:** \$45,000 a year  
**Social Network:** Pinterest

**Summary:**  
Kayla, a Boulder, CO resident, is 23. She was just hired as a customer service representative after graduating from the University of Colorado last semester. She makes \$45,000 annually, much of which she saves for travel trips. Kayla is a thrill seeker and is always looking for her next adventure on sites like Pinterest. Her goal with each trip is to find the best deal on an unforgettable experience.

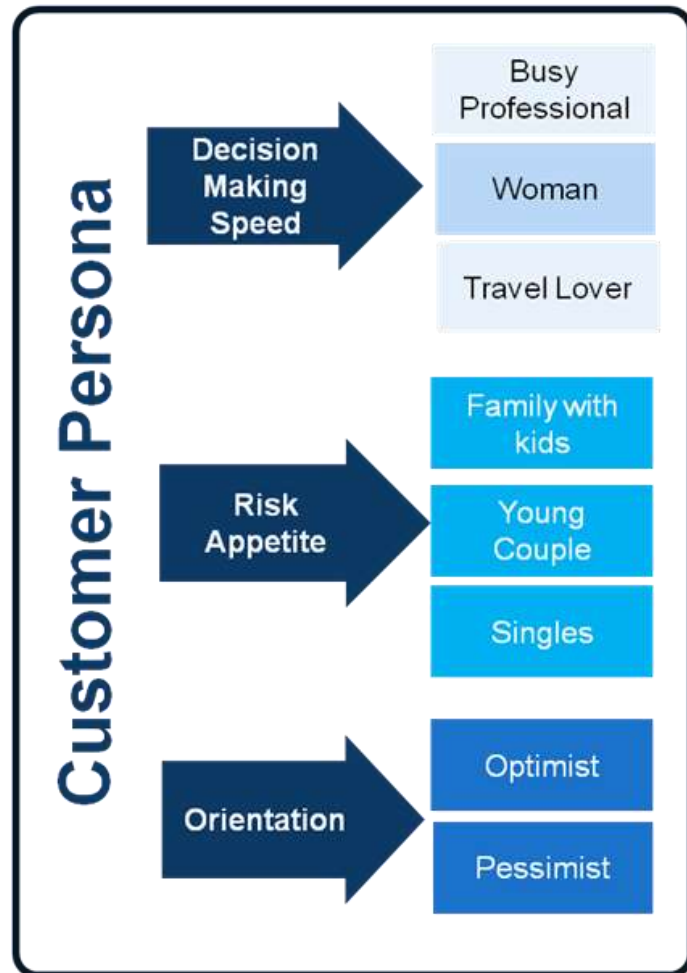
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# Tips to Writing down Personas



- Background (Job, career, family)
- Demographics
- Identifiers (Demeanour, Personality, Preferences)
- Quotes
- Goals and aspirations
- Challenges, Common objections and Frustrations

# Customer Personas for Customer Journey



Customer Journey

Schedule Logistics



What should I coordinate for all these?

Give me the details?

Let me choose, but give me options

These things are a concern.. We need safer options

We are fine with it

We'll figure it out when we reach there

That's ok, we will work it out

It very complicated...

# Role of Emotions in Customer Journey



## Source

- Customer Sentiments Data
- VOC
- Complaints
- Interviews



A photograph of two women riding a roller coaster. The woman in the foreground is wearing a purple strapless top and is smiling. The woman behind her is wearing a brown patterned vest over a dark shirt and has a surprised expression with her mouth open. Their hair is flying up due to the motion. The roller coaster track is white and yellow, and the background is a clear blue sky.

**Moment of Truth**

**Magic**

**Misery**

# Barriers & Levers – Process, Tech and Capabilities

	Desire to Travel	Explore Options	Select Vacation	Book Travel	Schedule Logistics	Travel to location	Experience Vacation	Return back home	Remember Experience
Barriers	<p>Lack of excitement within family</p> <p>Lack of consensus within family</p>	<p>Inability to be conclusive about location &amp; broad pricing</p> <p>Lack of consensus within family</p>	Lack of sufficient information to push for decision	Transaction difficulty	<p>Difficulty in planning</p> <p>Overwhelming</p>	<p>Docs misplaced</p> <p>Unaware on next steps</p>	Food, Delays, Failures, Alternations	<p>Docs misplaced</p> <p>Exhausted</p>	
Levers	<p>Facilitate Inspection for clients</p> <p>Provide credible data and live experience videos</p>	<p>As a guide. Share information</p> <p>Share info anticipated failures</p>	Planning support	<p>Forex Calculator</p> <p>Do &amp; Don'ts Guide</p>	<p>Check sheet</p> <p>Act as a guide.</p> <p>Share visibility of roadmap</p>	<p>Tech &amp; Travel Kit</p> <p>Ready to use SIM Card</p> <p>Mobile App remote support</p>	<p>Ready reckoner</p> <p>Regular update on progress</p> <p>Local support</p> <p>Proactive communication of delay</p>	Help on transport, food	Make sharing experience fun