

Welcome to

Design Thinking and Customer Journey Mapping Course

Feb 22 - Mar 14

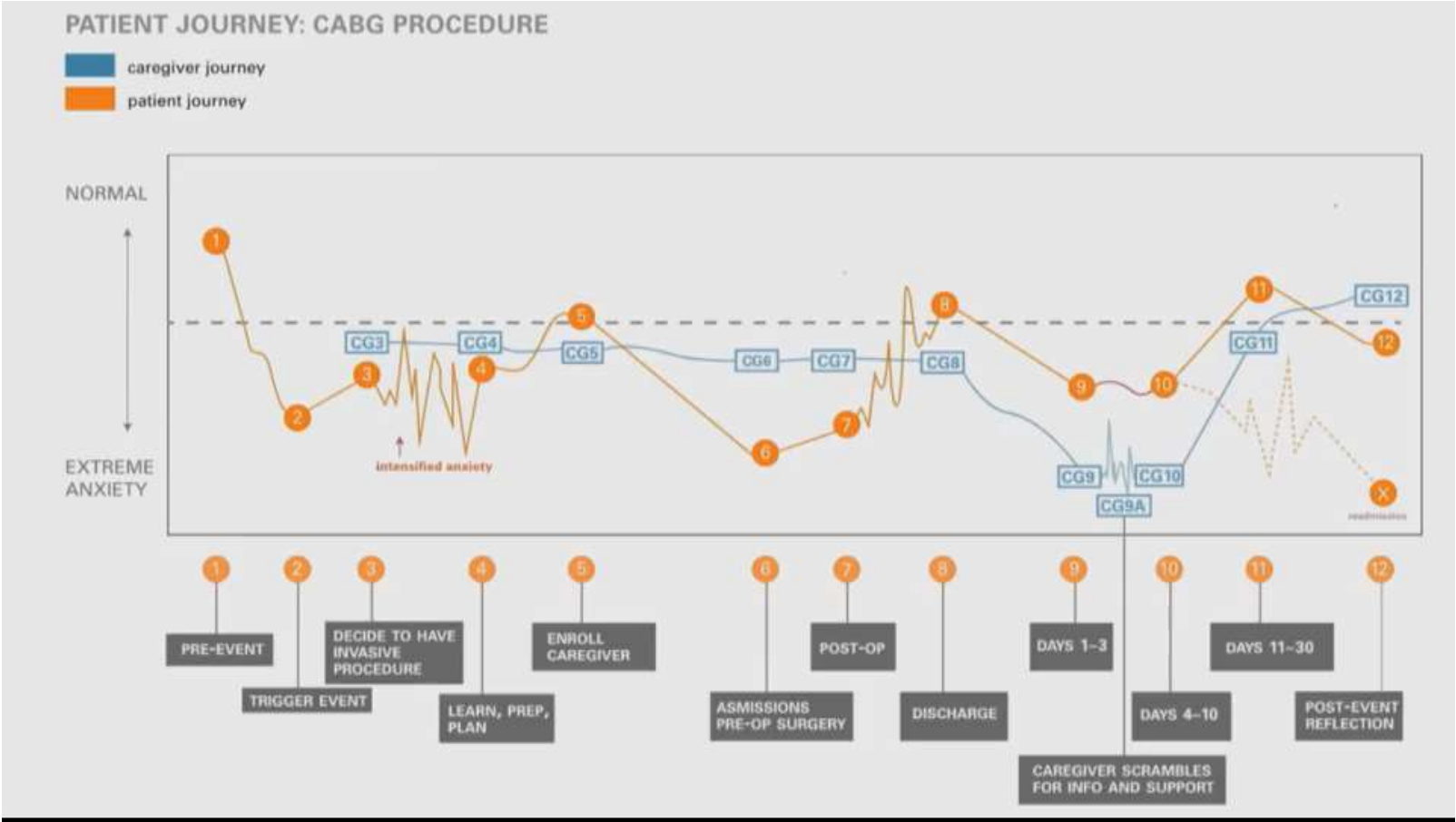
Nilakantasrinivasan J

CJM Steps

1. Decide on agree on Business Objectives
2. Define the CJM scope
 1. Which parts of Journey – Start & End?
 2. Which Customer Persona
3. Team formation
4. Pre-workshop data – Sensitize the teams for customer needs and current state
5. CJM Creation by Team members (Hypothesis)
6. Post-workshop validation – Data and Customer Interactions/Ethnography
7. Big Picture Summary to management
8. CJM Revision (As-Is/To-be)



Customer Journey Map - Healthcare



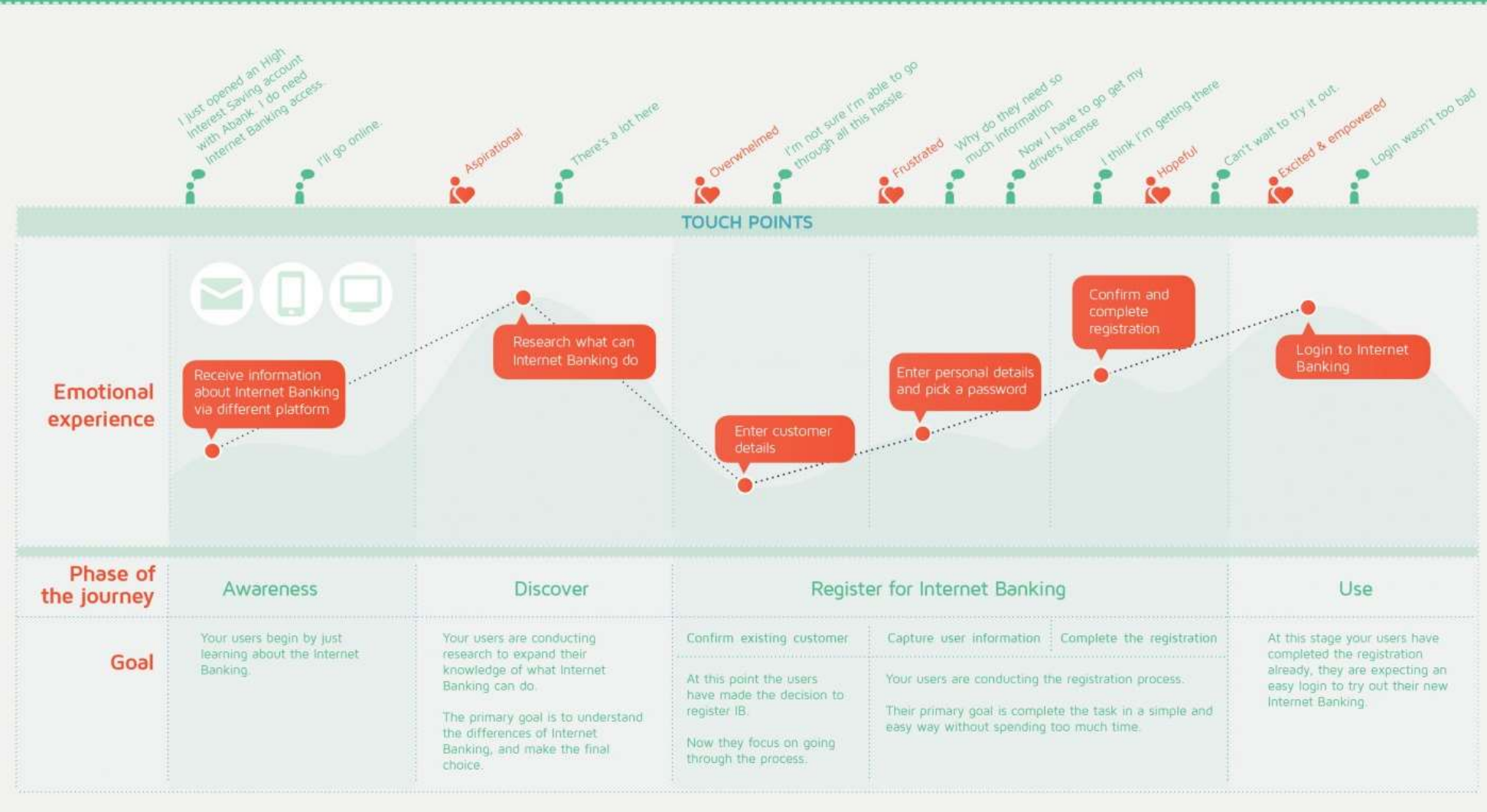
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INTERNET BANKING APPLY

USER JOURNEY & EMOTION MAP

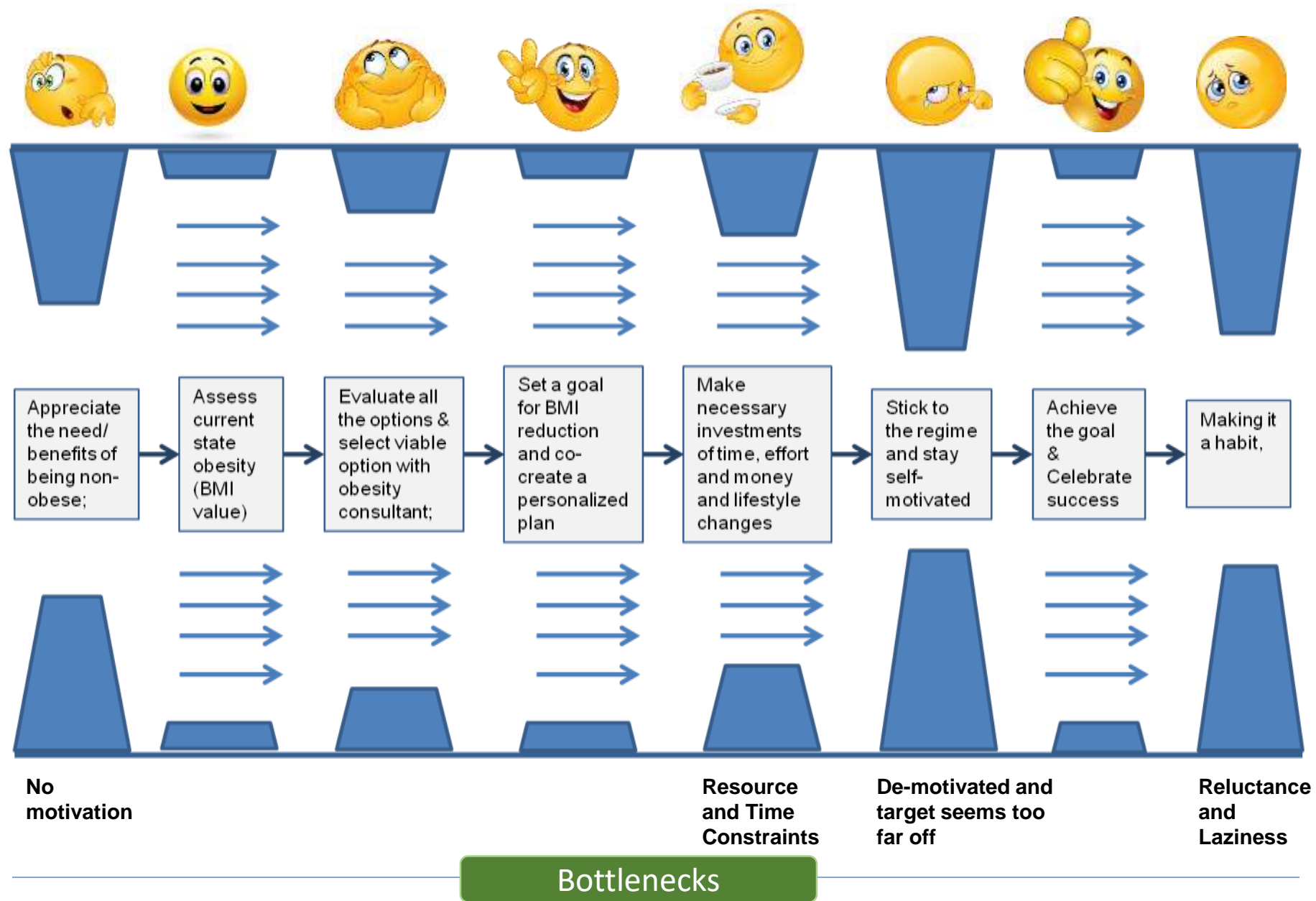
Your users opened a High Interest Saving account at the FI branch. They reached the Internet Banking promotion via different platforms, and then decided to gain Internet Banking access.

The effective and contextual factors that will affect your users emotion towards vendors are: sense of security, simplicity and easy steps to register.

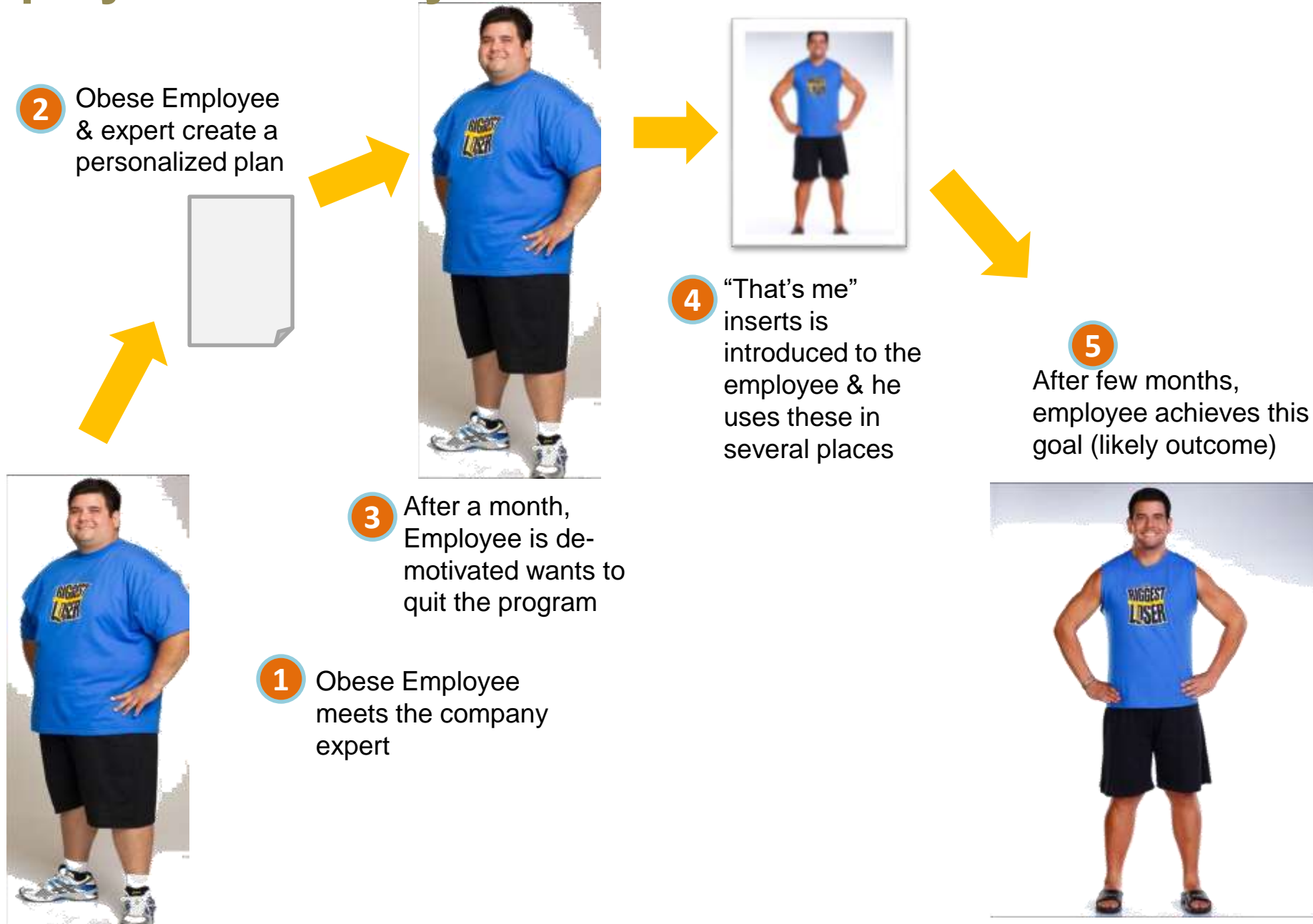


Source: Visual.ly [Norah Han](#)

Decision Map with Bottlenecks Identified



Obese Employee's Journey of BMI reduction



“That’s Me” Inserts in use



Wallet insert



Table Top Photo



Placed in dressing table



Screen saver in
mobile phone



Screen saver in
computer


Alternate Journey Map

Toucpoint/ Strategic Action	Use the parking lot	Advertised incentives/coupons	In-store special prices or discounts	Receive comments from others during shopping
Mall shopper requirements	Ample parking spaces. Clean, safe, well-lighted parking lot	Advertisements must be current, visually creative	Advertisements must be current, visually creative	Ease of communication with others, physical and virtual
Employee actions	Designate mall employees responsible for parking lot maintence. Parking lot attendant during mall operating hours maintains customer and ensure video monitoring of all cars entering/exiting the mall.	Mall marketing managers works with retail tenants to obtain promotional strategies six to nine months in advance. Mall marketing manager must approve all co-op advertisements and promotions that feature the mall logo.	Mall marketing managers works with retail tenants to obtain promotional strategies six to nine months in advance. Mall marketing manager must approve all co-op advertisements and promotions that feature the mall logo. Rotate signage frequently.	Mall install ample seating in common areas throughout the mall. Operations responsible for maintaining complimentary WiFi throughout the entire mall.
Employee support	Parking lot attendants are trained on mall safety, video moniotring, and parking management software technology.	Mall marketing manager and advertising agency work together to ensure consistent message across all channels.	Mall marketing manager and advertising agency work together to ensure consistent message across all channels.	Mall cleaning services ensure that seating areas are clean. Operatoins works with WiFi technology vendor. Mall management approves

Source: How to make realistic Journey Maps - Mark S. Rosenbaum



Source: Podium

	Anticipate		Enter		Engage						Exit		Reflect
Touchpoints	Office	Car	Walk-In	Line	Order	Pay	Sit	Drink	Work		Pack Up	Walk Out	Car
	<p>1.a Discussing with team the local places to grab a coffee.</p> <p>1.b Deciding to go to Starbucks and work on design reports.</p>	<p>1.c Hoping to find a close parking spot.</p> <p>1.d Hoping Starbucks is not overly crowded and will have available seating.</p> <p>1.e Considering alternative places just in case.</p>	<p>2.a Notice that there are a couple of people in line.</p> <p>2.b Notice the narrow, confined layout.</p> <p>2.c Enjoy the aroma of roasted coffee and mixed sweet, robust smells.</p> <p>2.d The lighting is pleasant, not overly bright and not too dim.</p> <p>2.e The music seems ethnic, extended vocals, soft in style, volume too loud and but my taste.</p> <p>2.f The room climate seems intentionally cold.</p>	<p>3.a The waiting line occupies the main traffic way.</p> <p>3.b The menus across the counter are hard to read while in line.</p> <p>3.c The line moves slow, people who just ordered are still in the same area. Becomes crowded.</p> <p>3.d The ordering process seems too slow, inconsistent structure of service.</p>	<p>4.a The Barista acknowledges me with a smile.</p> <p>4.b I can see the menu better now, but I feel rushed to order a drink.</p> <p>4.c I feel forced to make a quick beverage selection. I play it safe by having what I always get.</p> <p>4.d The barista confirms my selection and asks my name to write on the cup.</p> <p>4.e He writes down my name and some code on the cup and hands it off to another barista who will make it when he is finished with other orders.</p>	<p>5.a The barista tells me the total and I pay with my credit card. He asks me if I want my receipt, I decline.</p> <p>5.b My interaction ends with him saying thank you. He doesn't use my name.</p> <p>5.c Now I move to the left of where I paid. Once again I feel crowded and out of place. People are walking by me. There isn't a designated waiting, sitting area.</p> <p>5.d As I stand, the drinker shouts finished orders and places them on a drink stand. He screams Grande Chai.</p> <p>5.e Confusion. Is this my drink? Why did he not call out my name or name and drink? I pick up the drink and see that it has Eric written on it.</p>	<p>6.a Grab my drink and look for a place to sit.</p> <p>6.b I need, most importantly, an outlet and a workspace.</p> <p>6.c I notice that there are only a few locations in the seating areas that have outlets. This is discouraging.</p> <p>6.d Most places are occupied, no outlets are available.</p> <p>6.e The work-spaces seem small and impractical. Most are just have a small round wooden table with two wooden chairs.</p> <p>6.f I find an empty reclined cushioned armchair. Next to it is a small wooden table shared by another person sitting in the other arm chair.</p> <p>6.g The chair is comfortable and I continue to sit in it.</p>	<p>7.a The cub is hot, steaming, but withstanding in my hand.</p> <p>7.b Smells roasty and sweet.</p> <p>7.c First sip is too hot, but flavorful. I'm happy with the taste and my choice.</p> <p>7.d The continued sips remain satisfying.</p>	<p>8.a I place my drink on the table next me and place my bag on the floor.</p> <p>8.b I remove my computer and accessories and now am shifting my coffee to find room for all of my things on this little coffee table.</p> <p>8.c The table is too low to work from there, so I place my laptop in my lap. My drink remains on the table, my bag on the floor.</p> <p>8.d I'm feeling crowded I have no room to use my wireless mouse. I now use the surface of the arm chair as my mouse pad. Not very effective.</p> <p>8.e The crowd talking doesn't bother me after awhile, but the music is way too loud and beginning to become a distraction.</p>	<p>8.f I enjoy the free wireless and the unlimited use. The signal strength is adequate.</p> <p>8.g The music is really bothering me. I put my headphones on and play my mp3 songs.</p> <p>8.h The battery life on my computer is a concern now. I will begin looking for another table to work at.</p> <p>8.i The air conditioning seems intentional. It's cold outside and cold inside. I slip my jacket on.</p> <p>8.j I continually find myself people watching while I work. There are interesting people here, so I'm not too bothered. I never like feeling alone, any</p>	<p>9.a The barista walks by me and makes an announcement to the store that it will be closing shortly -10 pm.</p> <p>9.b I would like to continue to work. I feel 10pm closing time is much too early, especially in a college town.</p> <p>9.c I stand up and walk around until I find a hidden trash can to throw my cup into.</p>	<p>10.a I pack my things up and head out the door.</p> <p>10.b The remaining staff tell me to have a good night.</p>	<p>11.a I head to my car and wish that I could have stayed longer to work. I know that once I get home, I will be in the wrong mind state to continue working.</p> <p>11.b The coffee was very good, but I was disappointed in the environment. Distracting music, small workspace, lack of power outlets.</p>

Level 3 - Customer Journey

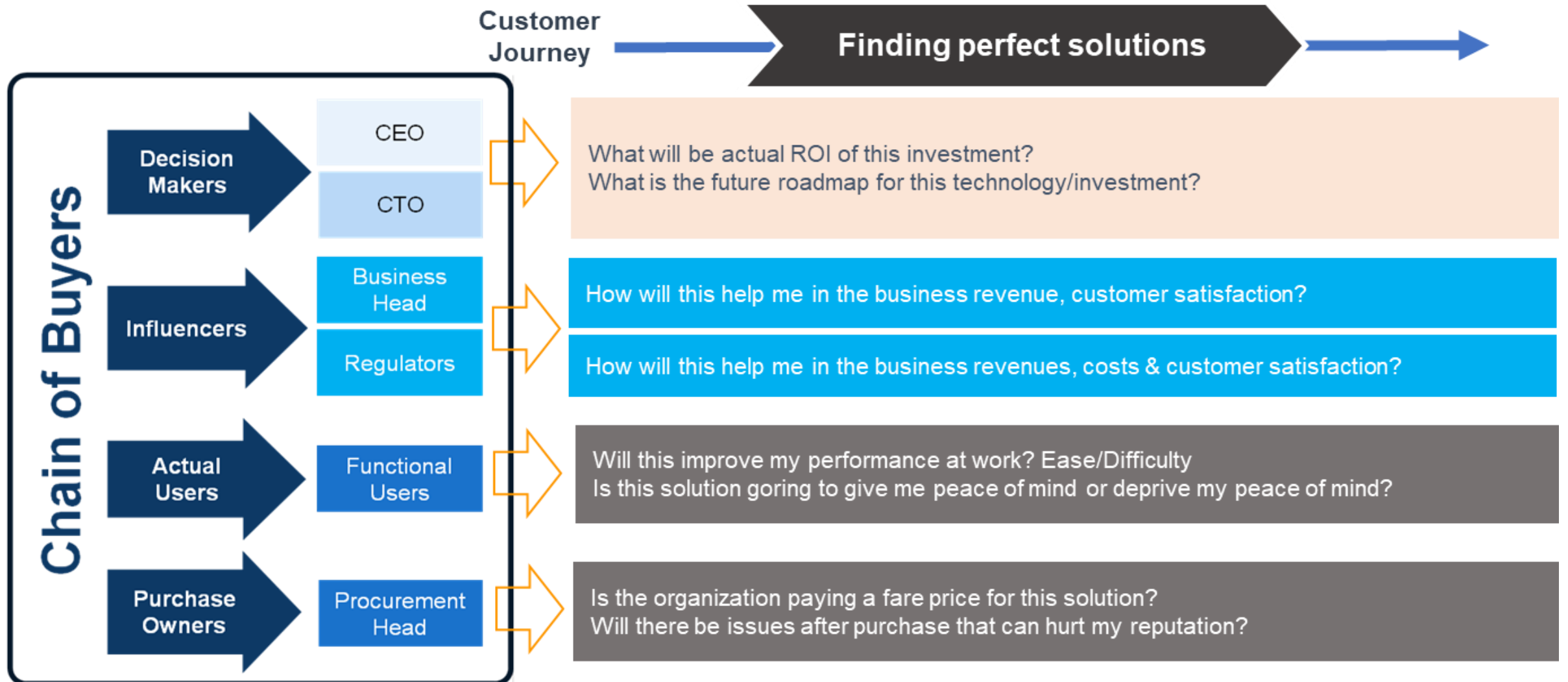
Level 3



<ul style="list-style-type: none"> • Scenarios: • Disappointed with business results – Cost, Service Levels, etc • Unclear on current performance of tech investments or future foot print • Introspection by org & reaching out externally to gain information about competition 	<ul style="list-style-type: none"> • Internal expert team comes up with solutions • Solutions may involve internal or external service parties • Management approves for implementation • Action plan developed • Monitor action plan 	<ul style="list-style-type: none"> • Scenarios: • Results desirable: Management wants to focus on generating more results or sustain results • Results undesirable: Management unhappy with results and is desperate to find solution to problem 	<ul style="list-style-type: none"> • Organization experts reach out to external experts to find out how to address the problem • Unclear direction and lack of clarity 	<ul style="list-style-type: none"> • External Agencies provide information and demo • Experts convinced and now management to be convinced • Pilots • Computation of ROI • Finalize vendor and terms • Agree on implementation date 	<ul style="list-style-type: none"> • Implementation and monitoring • Address implementation issues with vendor • Training and education of internal users • Adoption issues • Measurement of early results 	<ul style="list-style-type: none"> • Find out ways of translation/ expansion • Create roadmap for future • Instill governance mechanism, service levels, etc
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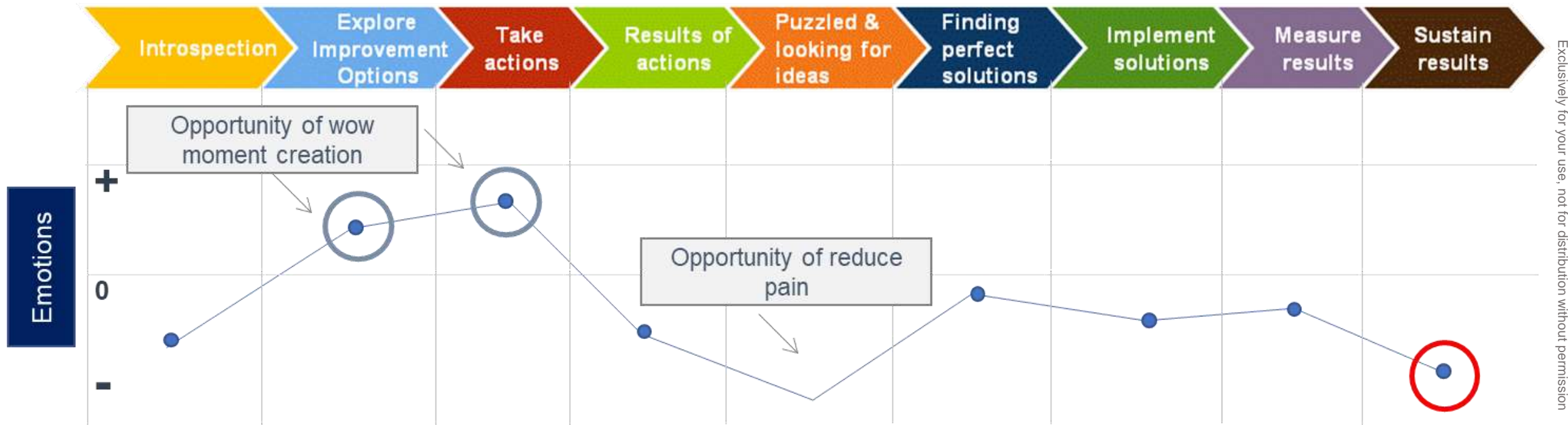
Chain of Buyers in Customer Journey

Example: Different Journeys of Buyer Groups



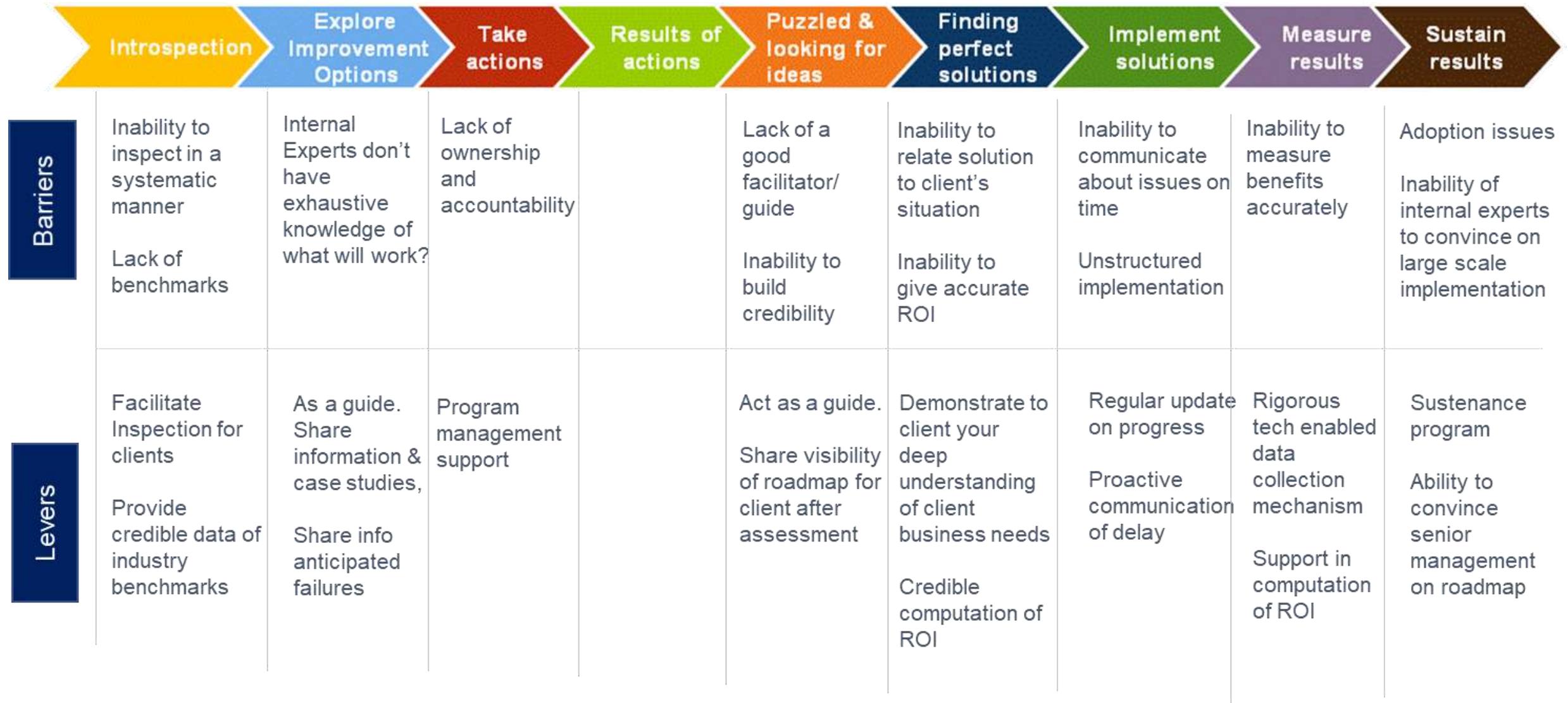
Role of Emotions in Customer Journey

Example: Emotions in Customer Journey



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Barriers & Levers in Customer Journey



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Putting it all together



Deliverables for Next Week



1. Presentation of Customer Journey Map