

Improve your customer's experience

Customer Journey

What can it help with?

This tool helps you visualise the way in which your customer interacts with your offer, enabling you to spot problem areas so that you can maximise the customer experience and solve pains and pinch points within their journey.

How do I use it?

Start by plotting the different stages of your customers journey, then layer in the actions that need to be taken and the things or people your customer would interact with. Lastly, plot how your customer feels during each stage, identifying pinch points and where you need to focus.

Who's it for?



We think most things work best in a group, but you can do it individually too.



Sometimes it's interesting for everyone in the group to work alone then come together to compare and combine ideas.

How long will it take?



60 - 90 Minutes

How hard is it?

Beginner

What goes well with it?

- Empathy Map
- Persona Maker
- Value Proposition Matchmaker
- Plus, we'd always recommend you try the Assumption Dump before starting any project 😊

Customer Journey



01 STAGES - What are the different stages of your customers journey? Plot one step per box.

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02 ACTIONS - What does your customers do during each stage?

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03 FEELINGS - How does your customer feels during each stage?(they might have several feelings at once).



04 INTERACTIONS - Who or what does your customer interact with at each stage?

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