



Project 6

Customer journey map

Overview

This is an important technique to learn and another great project for your portfolio. You'll build on the work that you did during the affinity diagram project and create a customer journey map. Ultimately, you'll put even more structure on the analysis of your raw research data.

Objectives

- Create one customer journey map
- Learn how to translate research data into a structured document
- Showcase this technique in your portfolio

Tasks

Tip: Firstly, take a piece of paper and roughly sketch out the customer journey map by hand. Make sure to take photos of your rough sketch to use in your portfolio.

Then use the rough sketch to create a customer journey map using the tool of your choice (Sketch, OmniGraffle etc).

1. Define the high level steps. Based on your affinity diagram, use the customer journey map template to define the high level steps in the journey. The steps should correspond to the high level groupings (more or less) in your affinity diagram. Make sure to capture the reality that many users will visit the website many times before making a booking
2. Document the goals, behaviours and pain points. For each step, document the goals of the users at that point. Also see if there were any pain points. And whether there were any behaviours that the website was not facilitating. There might not always be relevant behaviours or pain points so don't feel obligated to add these for every step

3. Assess whether the experience was positive or negative for each step. Where relevant, add some direct quotes from your customers to bring the journey map to life

Note - Creating a journey map is not a mathematical, objective process. There is subjectivity involved. And often there are gaps between the affinity diagram and the journey map. You need to use your own judgement to fill those gaps.

Key considerations

- You are free to create the customer journey map in any language
- Projects are not graded but reviewed to ensure a sufficient level of work has been done

What do you need to upload to your Dropbox folder?

When you're finished, upload the final journey map