Persona

Describe the person you are mapping the journey for. Different types of users will have different journeys.

My name

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My occupation

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My attitude towards service

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What motivates me

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What demotivates me

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CUSTOMER JOURNEY MAPPING

Needs

What is a user looking for? What are the needs she/he is looking to fulfil? (Ask yourself the *why?-question* at least three times)

Activities

What actions is the user undertaking to fulfil her/his needs?

Touchpoints

What are the interaction points between your company and the activities the user is undertaking?

Mood

How is the user feeling? Happy or not?

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Opportunities

Can you come up with things to differentiate, integrate steps, remove steps all together,...

Remember to start from the customer side and not only from the company side.

Persona

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BLUEPRINT MAPPING

Before

Users need to find you. Search information and interact with people and other companies before using your service or product. Map those here to identify their way of entrance and detect opportunities to integrate more with the before.

Using the service or product

After

Map what happens after users used your product or service. An experience does not stop after using it.

Physical Evidence

What elements does the user come into contact with when using the product or service (product, product elements, people, website elements, communication elements,...)?

These can be both from you, from third parties or from the user herself.

User Action

What action does the user need to take to advance in the process?

Front Office

Which people or processes are directly interacting with the customer?

Back Office

Which people or processes are doing things without direct interaction with the user?

Opportunities

Can you come up with things to differentiate, integrate steps, remove steps all together,...

Remember to start from the customer side and not only from the company side.