

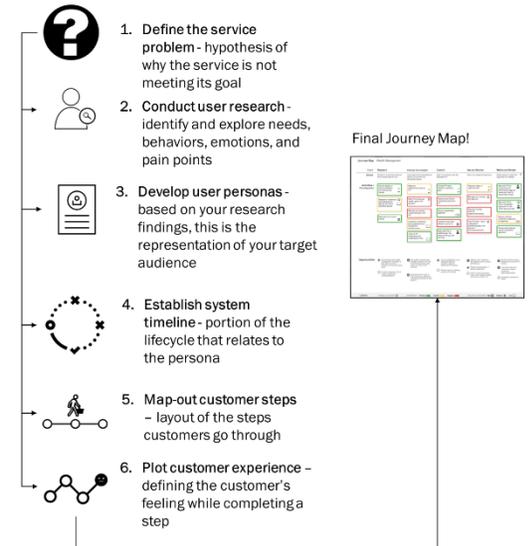
# Customer Journey Map

Customer Journey Map is a framework that maps out the stages of your customer's lifecycle. It enables you to improve your customer experience by helping you to understand best how customers are interacting with you now and what areas to invest in going forward.

## STEPS TO CUSTOMER JOURNEY MAP

- 1. Understand your clients' point of view.** Customer Journey Maps are designed to tailor your services to the goals, needs, and behaviors of your clients. One of the ways to gain insight into your clients' thoughts is through a robust user research. User research can be in the form of interviews, surveys, focus groups, and analysis of existing data. You can use any or a combination of these methods. In Customer Journey Maps, synthesis of research findings are usually in the form of *customer personas*, which are the profiles of your optimal clients. Personas typically outline a scenario of why customers engage with your services, what their motivations and needs are, and their pain points about your services, and their basic demographic information.
- 2. Frame out the primary components of the Customer Journey Map.** The foundation of the core structure of a Customer Journey Map derives from what you (the designer) know about the program model. When framing out the primary components of a Customer Journey Map, you should first consider the scenario of focus within the program's *lifecycle*. For instance, workforce programs are often divided into four scenarios: recruitment, assessment, placement, and retention. It's fine to journey map the whole program, but it's important to center your focus on the scenario that needs attention and support. Once you have identified the scenario within the lifecycle that you will be focusing on, the facilitator will have to build out the *behavior line* within this scenario. Building out the behavior line requires outlining the basic steps that a client take to complete the selected scenario. Filling in the gap to reach from Point A to Point B will be part of Journey Mapping process.
- 3. Facilitate the Customer Journey Map Session.** At the day of facilitating a Customer Journey Mapping session it is important to 1) lay out the goals of the day and ground rules for the session; 2) teach the methods on how to journey map; and 3) run and facilitate the mapping session itself. The mapping session should be collaborative and imaginative. Attendees should walk away with real concepts that they can test out right after the session.
- 4. Identify opportunities to improve service delivery and develop metrics to validate the success of the service enhancements.** When your team has identified any opportunities or potential solutions to your client's challenge, it is important to develop metrics that validate the success of that solution or opportunity. The metric to should feed directly to the essential point of what your program or services are trying to accomplish.
- 5. Revisit the Customer Journey Map to refine solutions.** Journey Maps are forever evolving it should be reviewed annually to continually improve your service and ensure that your clients are reaching their goals.

### Steps to building a customer journey map



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## WORDS FOR THE WISE

If you're as excited about this new strategy as we are, below are a few tips on running an effective journey mapping session:

**Don't skimp on customer research.** The best way to get into your customer's psyche is to do the research necessary to fully gauge their motivations, interests, and pain points. You can accomplish this through a combination of interviews, surveys, observations of customer behaviors, and review of available data. We find one-on-one interviews to be effective for probing into challenges and interests, and understanding the nuance behind behaviors.

**Let your customer profile be your guide.** There's a reason why we're pushing for robust user research. Research findings directly affect the intricacy of your customer profile, or "user persona" – the representation of your target audience, based on their needs, behavior and pain points. The personas serve as the guide for plotting and assessing your process. It is the foundation that allows you to focus on what matters most to the customer as you design a service strategy aimed at addressing customer needs. For instance, "quick view" features on websites or mobile apps are based on robust user research since quick and easy ways to purchase an item or making a booking are frequent user motivations.

**Keep it collaborative and creative.** Journey mapping sessions are a great tool for bringing people together to problem-solve any challenge or to design a new service strategy. It can be an exciting and engaging opportunity to bounce around new ideas between colleagues. The user persona provides a common base of understanding for all session participants so that problem-solving suggestions can be developed regardless of familiarity or seniority related to the process or service at hand. Encouraging mappers to think outside the box and be creative is sure to yield new innovations for your service design!

## Journey Maps can help you:

Understand and diagnose experiences.

Design experiences (redesign existing process, create new).

Implement (as blue prints).

Communicate (align, train and orient).