



# CUSTOMER JOURNEY

## Preparation & Instructions



### Description

The customer journey map is a representation describing each step of the interaction that a user or customer has with a service, product, organization or system taking the perspective of the user. It is stated what the actions, the touchpoints with the service, product or system and the emotional state of the user for each of the steps.

It can function as a planning- and strategic tool to keep the focus on the final users for the final development and the prototyping of a new solution.

It can be also used to map existing systems to highlight pain points and opportunities for improvement

The tool has both the potential to develop new, user-centred solutions as well as improving existing services and systems by highlighting pain points and issues.

The Customer Journey is applicable in varied fields and serves the purpose to create an overview of the interaction of users with a product, service or system mapping their emotional state, touchpoints and needs across the journey. It helps to better understand critical points or opportunities, get in the users' shoes and understand the effective use of touchpoints throughout the journey to deliver functioning and effective systems and services.

### How to conduct

**Duration:**  
60-90 min

**Material:**  
Pens, post-its

**Resources:**

- Extensive knowledge of the system through field research or involving experienced actors

**Participants per team:**  
3-8

**Instructions:**

1. Individualize the user you will be designing for and map out the main phases of their journey throughout the service in terms of main steps and activities of the user
2. Then draw sketches of the phases in the boxes or take pictures and use photo to sketch technology to convert them into sketches. In alternative, the steps can be described with text.
3. Identify the need that the user has at each moment of the journey and the channels or touchpoints through which the user is in contact with the service or system.
4. At the end of the activity, detect what the possible pain points are, or rather where the beneficiary, customer or donor may have problems or difficulties using the service. Remember that pain points can also occur before or after the service in terms of their decision to use or re-use the service.



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## Template

Based on the [Journey Map on servicedesigntools.org](http://www.servicedesigntools.org)

### User Actions

What does the user do at each stage?  
Draw and/or describe the actions briefly

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### User Needs

What are the main needs of the user at that particular point?

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### User Emotions

What is the mood of the user in that step?

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 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Touchpoints

What are the points of contact between the user and the service/product provider?

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