

UNDERSTANDING AND DESIGNING CUSTOMER JOURNEY MAPS

MIS3506 - Lavin – Fall 2025

LEARNING OBJECTIVES

By the end of this lecture, you will be able to:

- Define what a Customer Journey Map (CJM) is and its purpose in UX design
- Identify the five key stages of the customer journey
- Understand different types of touchpoints and their impact
- Explain why CJMs are critical for business success and user experience
- Create a basic customer journey map using established methodologies

WHAT IS A CUSTOMER JOURNEY MAP?

- Definition:
 - A visual representation of the process customers go through when interacting with your company, from first awareness to advocacy.
- Key Characteristics:
 - Documents the entire customer story across all touchpoints
 - Focuses on one specific customer persona for accuracy
 - Maps both functional steps AND emotional states
 - Creates a chronological timeline of the customer experience
 - Serves as a shared reference point for cross-functional teams

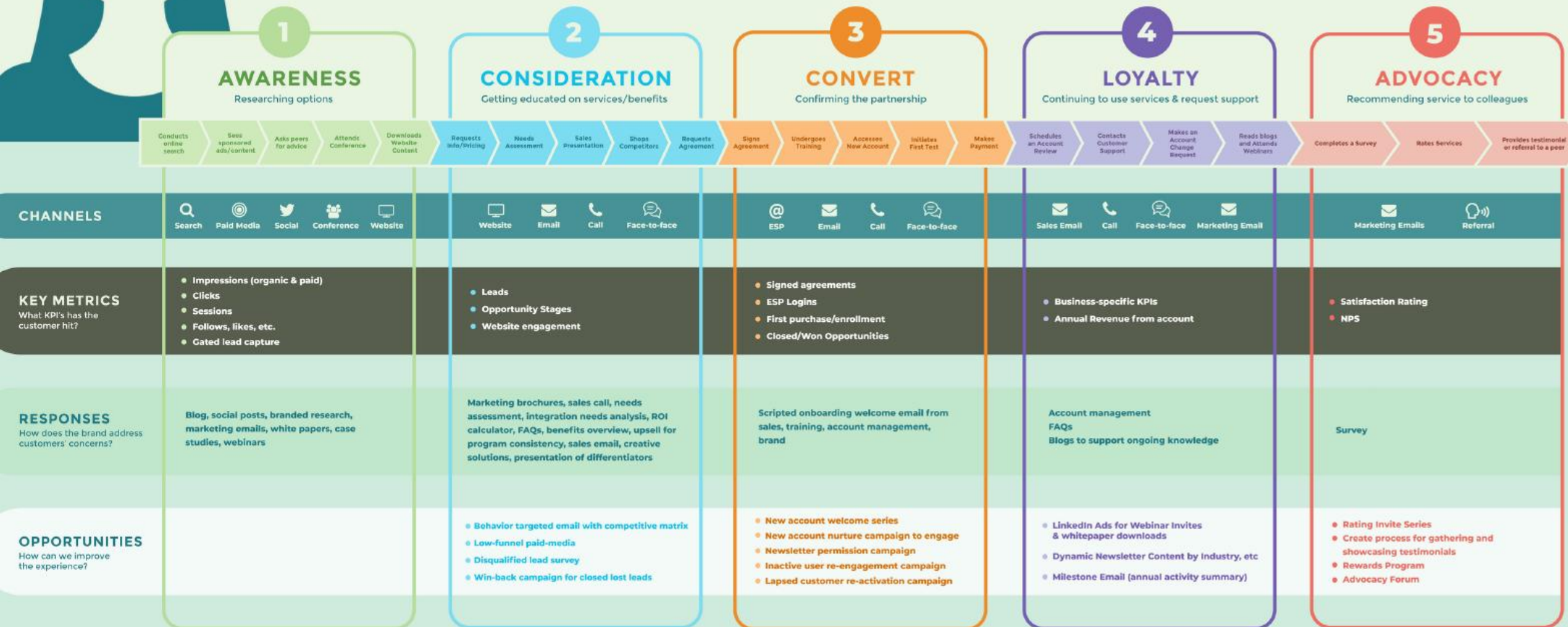
The Customer Journey

Sample Persona

Job Title / Industry:

Age:

Job Role



CUSTOMER JOURNEY MAP



WHY CUSTOMER JOURNEY MAPS MATTER



- Strategic Benefits:
 - Simplify complex customer journeys into understandable visuals
 - Build empathy by putting you in the customer's shoes
 - Align cross-functional teams (marketing, sales, UX, support)
 - Identify pain points and optimization opportunities
 - Drive measurable business results
- Impact Statistics:
 - 90% of companies using CJMs saw decreased churn rates
 - Improved customer retention and purchase frequency
 - Enhanced brand loyalty and advocacy

THE FIVE STAGES OF THE CUSTOMER JOURNEY

01

AWARENESS

02

CONSIDERATION

03

DECISION/PURCHASE

04

RETENTION

05

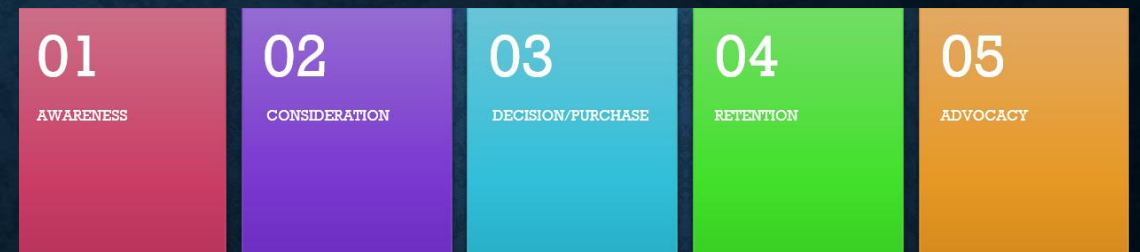
ADVOCACY

THE FIVE STAGES OF CUSTOMER JOURNEY

1. Awareness

- First discovery of your brand/product
- Through ads, social media, word-of-mouth, search

How do potential customers know that you exist? How do they find you?

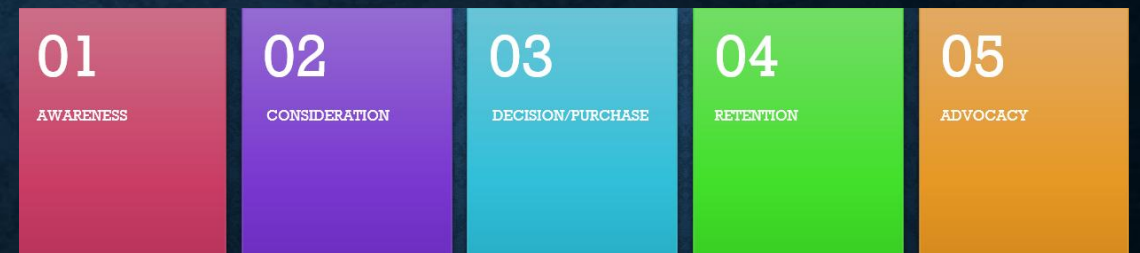


THE FIVE STAGES OF CUSTOMER JOURNEY

2. Consideration

- Evaluating whether they need your product or service
- Comparing with competitors and alternatives

What makes your product or service attractive? Why should the customer choose you?

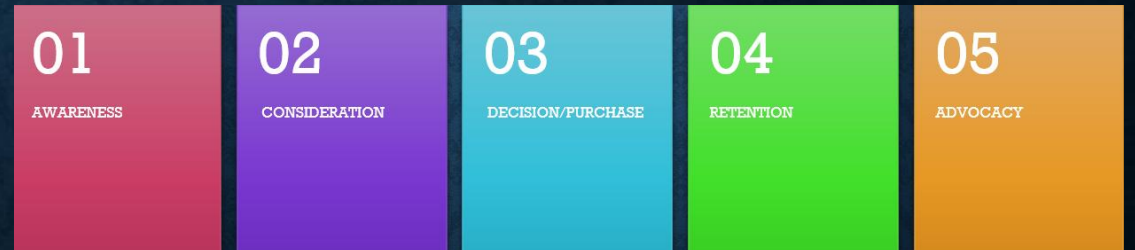


THE FIVE STAGES OF CUSTOMER JOURNEY

3. Decision/Purchase

- Decide whether or not they will purchase your product/service
- Will they purchase at all?

Will the customer purchase your product and service? What steps are involved?

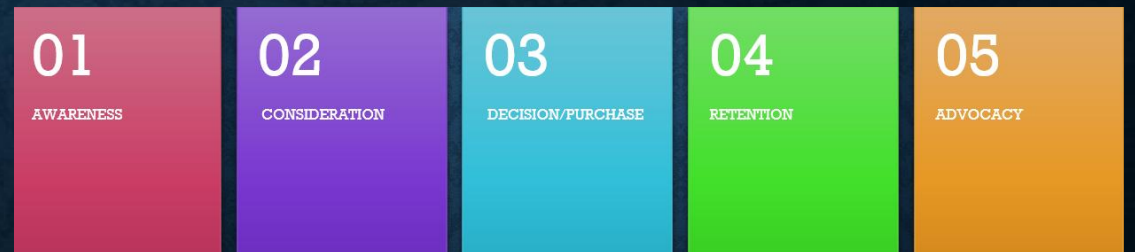


THE FIVE STAGES OF CUSTOMER JOURNEY

4. Retention

- The customer journey doesn't end once they make the purchase
- How do you keep your customers from leaving?

How does your company retain customers and keep them loyal to your brand?

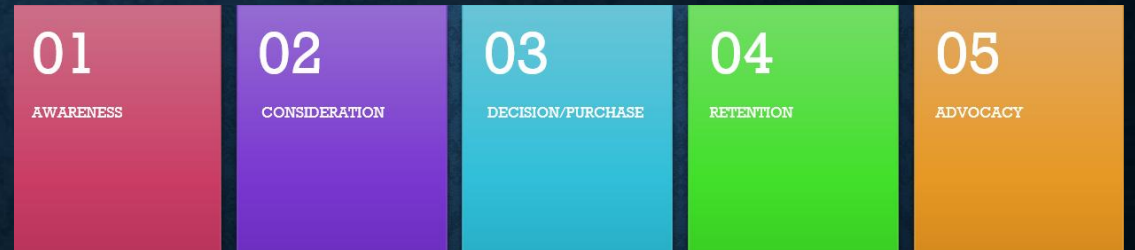


THE FIVE STAGES OF CUSTOMER JOURNEY

5. Advocacy

- Letting others know about your product/service
- Completely satisfied customers are more likely to advocate

Will your current customers share positive experiences about your product/service?



EXAMPLE: FIRST-TIME ONLINE GROCERY SHOPPER

- **AWARENESS STAGE**
 - • Sees social media ad for grocery delivery
 - • Emotion: Curious but skeptical
- **CONSIDERATION STAGE**
 - • Visits website, compares prices with local store
 - • Reads reviews and delivery policies
 - • Emotion: Interested but concerned about quality
- **DECISION STAGE**
 - • Downloads app, creates account, places first order
 - • Emotion: Excited but anxious about delivery
- **RETENTION STAGE**
 - • Receives order, evaluates quality and convenience
 - • Uses customer support for missing item
 - • Emotion: Satisfied with resolution
- **ADVOCACY STAGE**
 - • Recommends service to friends and family
 - • Leaves positive review
 - • Emotion: Loyal and confident

UNDERSTANDING CUSTOMER TOUCHPOINTS

PRE-PURCHASE TOUCHPOINTS

- • Website visits
- • Social media interactions
- • Advertisement exposure
- • Word-of-mouth referrals
- • Content consumption
- • Email marketing
- • Search engine results
- Focus: Persuasion and education

PURCHASE TOUCHPOINTS

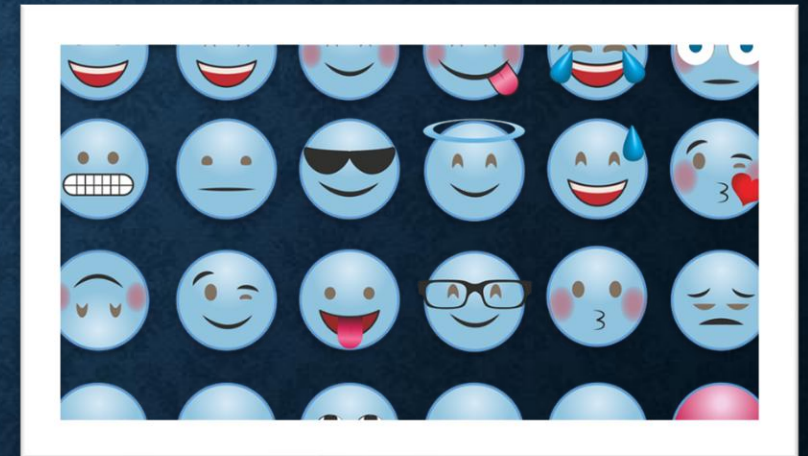
- • Online checkout process
- • In-store experience
- • Sales interactions
- • Payment processing
- • Confirmation communications
- Focus: Satisfaction and efficiency

POST-PURCHASE TOUCHPOINTS

- • Customer support
- • Product delivery
- • Onboarding experience
- • Follow-up communications
- • Loyalty programs
- • Feedback requests
- Focus: Satisfaction and retention

MAPPING CUSTOMER EMOTIONS

- Why Emotions Matter:
 - Customers make decisions based on feelings, not just logic
 - Emotional experiences drive loyalty and advocacy
 - Pain points create abandonment and negative word-of-mouth
- Key Emotional States to Track:
 - Excitement and anticipation
 - Confusion and frustration
 - Satisfaction and delight
 - Trust and confidence
 - Disappointment and anger
- UX Design Opportunity:
 - Transform negative emotions into positive ones through thoughtful design interventions



HOW TO CREATE A CUSTOMER JOURNEY MAP

1. SET CLEAR OBJECTIVES

- Why are you creating this map?
- What specific problems are you trying to solve?

2. IDENTIFY AND FOCUS ON ONE PERSONA

- Avoid generic maps - be specific
- Use real customer data and research

3. LIST ALL TOUCHPOINTS

- Every interaction point with your brand
- Include digital and physical touchpoints

HOW TO CREATE A CUSTOMER JOURNEY MAP

4. WALK THE JOURNEY YOURSELF

- Experience your own product/service
- Test competitor experiences for comparison

5. VISUALIZE AND COLLABORATE

- Use templates and mapping tools
- Make it accessible to all team members

CONSIDERATIONS FOR YOUR CJM

Component	Description
Persona / Customer Segment	Defines <i>who</i> is experiencing the journey.
Stages / Phases	The key steps a customer takes (e.g., Awareness → Consideration → Purchase → Use → Support → Loyalty).
Touchpoints	Where the customer interacts with the brand (e.g., website, mobile app, social media, customer service).
Actions	What the customer does at each stage (e.g., searching, comparing, purchasing).
Emotions	How they feel during the journey (e.g., frustrated, excited, confused).
Pain Points	Barriers that prevent a smooth experience.
Opportunities	Areas where design and business improvements can make the journey better.

Customer Journey Mapping	Connection to UX Design
Customer-first perspective	Guides UX designers to design for real user needs , not assumptions.
Stages → User flows	Each stage informs user flows and wireframes for digital experiences.
Pain points → UX problems	Highlights what to fix in interfaces or interactions.
Touchpoints → Multichannel design	Encourages designers to create consistent experiences across devices (web, mobile, in-store).
Emotions → Empathy in design	Helps teams design interfaces that match the user's mindset at each step.
Opportunities → Feature roadmap	Directly shapes feature prioritization and the UX product backlog.

BUSINESS IMPACT AND ROI

Measurable Benefits:

- 90% reduction in customer churn and complaints
- Faster sales cycles through optimized touchpoints
- Increased customer lifetime value
- Higher conversion rates at key decision points
- Improved cross-team collaboration and alignment

For UX Designers:

- Better user research insights
- More strategic design decisions
- Stronger business case for UX improvements
- Enhanced stakeholder buy-in
- Data-driven design validation

Long-term Value:

- Sustainable competitive advantage
- Stronger brand loyalty and advocacy
- Reduced customer acquisition costs

KEY TAKEAWAYS

- CJMs are empathy tools that drive strategic business decisions
- Focus on one persona at a time for maximum impact
- Map both functional steps AND emotional states
- Use CJMs to align teams and identify optimization opportunities
- The journey doesn't end at purchase - retention and advocacy matter
- **Journey maps drive empathy** – they remind designers that every screen is part of a *larger story*.
- **Guide design decisions** – ensuring features solve real customer pain points.
- **Align stakeholders** – a visual map helps business, tech, and design teams **work from the same understanding**.
- **Measure success** – changes to the UX can be tied back to **specific stages** and **emotions** in the journey.

NEXT STEPS

- ICA:
 - Consider your persona and brand for Project 1
 - Map your personal journey through their experience
 - Identify 3 pain points and 3 moments of delight
 - Propose UX improvements for one key touchpoint
- Questions for Discussion:
 - What recent customer experience stood out to you as particularly frustrating or delightful?

Stage	Customer Actions	Touchpoints	Emotions	Opportunities
Consideration	Researches, compares	Website, reviews, social media	Hopeful, cautious	Easy navigation, transparent info
Decision	Adds to cart, seeks validation	Website, chat, reviews	Confident, anxious	Live support, clear policies
Purchase	Completes transaction	Checkout, email	Excited, relieved	Smooth process, instant confirmation
Onboarding/Delivery (Post Purchase)	Receives product, sets up	Packaging, guides, support	Eager, uncertain	Helpful onboarding, proactive support
Usage (Post Purchase)	Uses product, seeks help	Product, support	Satisfied, frustrated	User-friendly design, responsive support
Loyalty (Post Purchase)	Engages, repeats purchase	Emails, loyalty programs	Valued, connected	Personalized offers, community
Advocacy	Recommends, reviews	Social media, referrals	Proud, enthusiastic	Referral incentives, recognition

CUSTOMER JOURNEY MAP VS USER STORY MAP

Customer Journey Map

PURPOSE:

Understand the overall customer experience

FOCUS:

- Customer emotions and motivations
- Cross-channel touchpoints
- Business relationship over time

USE CASE:

- Strategy and experience design
- Identifying pain points
- Aligning teams on customer needs

TIMELINE:

Entire relationship lifecycle

User Story Map

PURPOSE:

Plan features and functionality

FOCUS:

- Specific user tasks and goals
- Product features and workflows
- Development priorities

USE CASE:

- Agile development planning
- Feature prioritization
- Sprint planning

TIMELINE:

Single interaction or task flow

GOOD JOB U FINNISHED UP --- CATIE THE BEST KID EVER!!!!!!