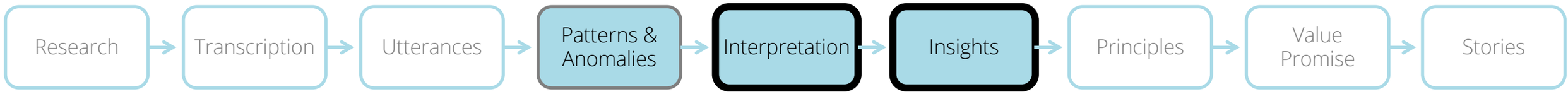
Customer Journey Mapping

Professor Jon Kolko

ac4d
Austin Center for Design

Where We Left Off



Ethnography

Immersion in the cultural context of a wicked problem

Synthesis

Making meaning through inference and reframing

Prototyping

Hypothesis validation through generative, form-giving activities

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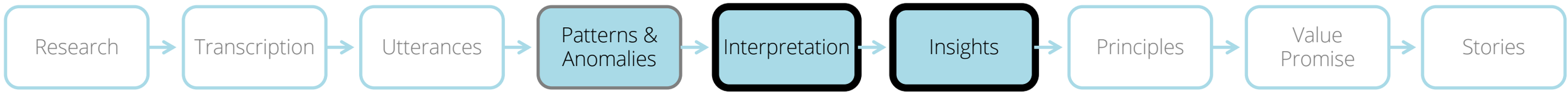

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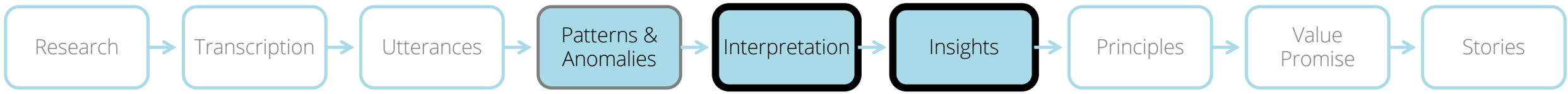

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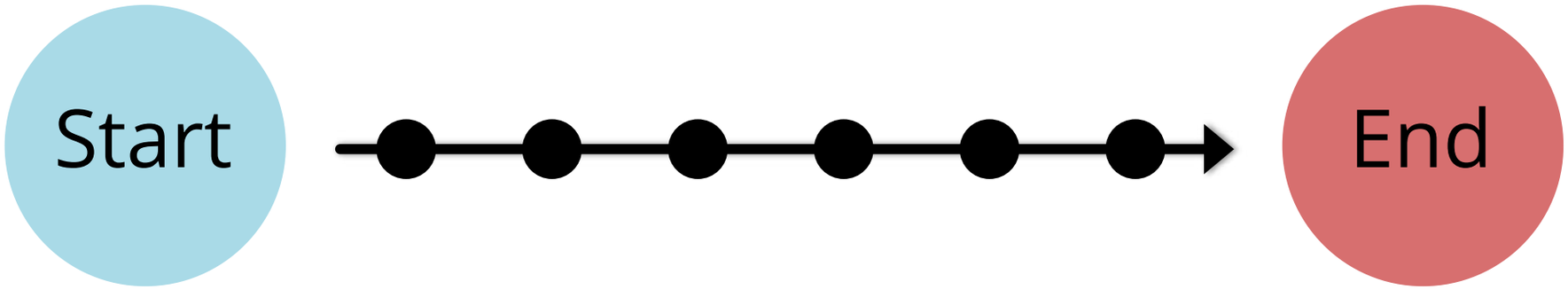
Visual Modeling
(interpreting relationships of data with a focus on layering visual information)

What is a Customer Journey Map?

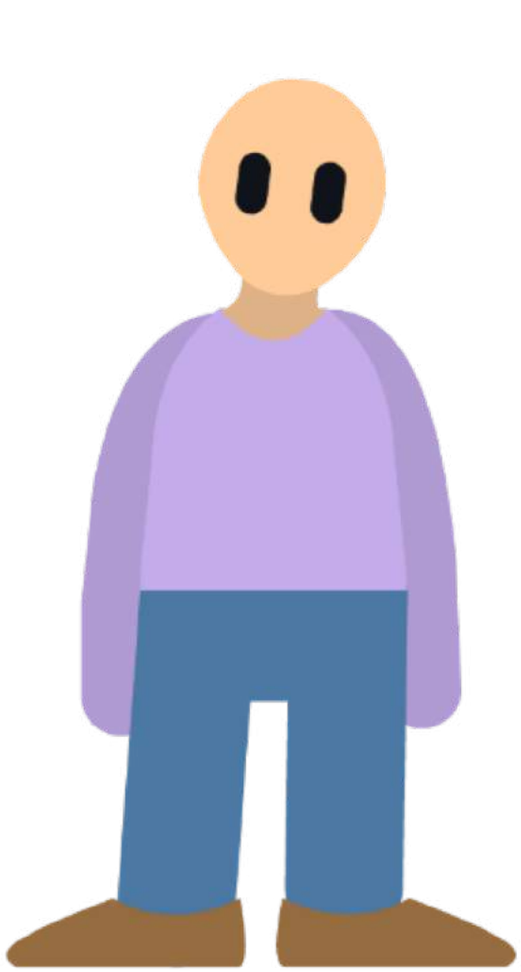
A visual model that describes touchpoints between the system and the people using the system.

What is a Customer Journey Map?

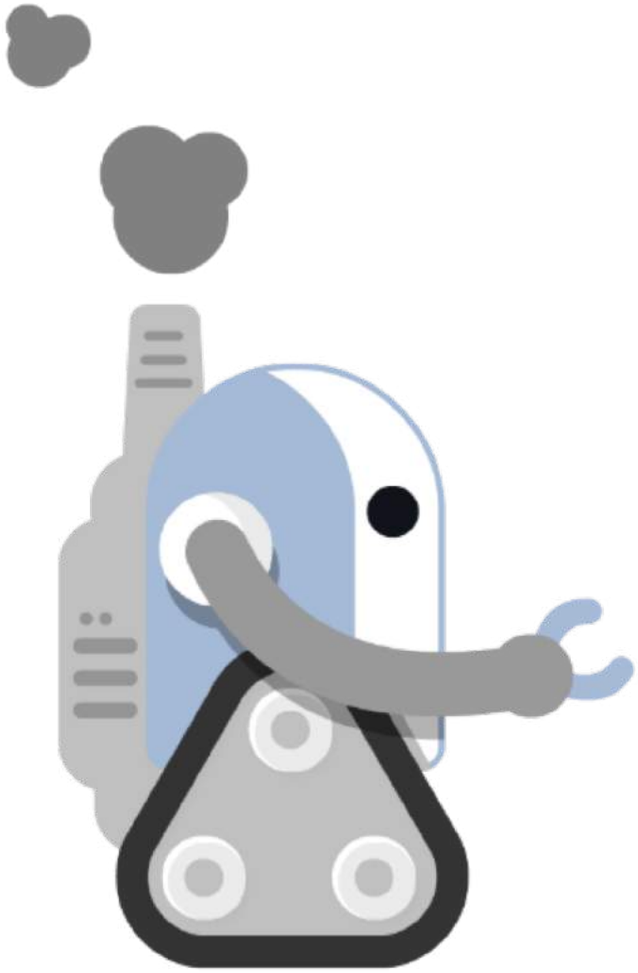
A customer journey map forces you to think about *sequence* & *the details* that *happen over time*.



The details reside in people & the system…

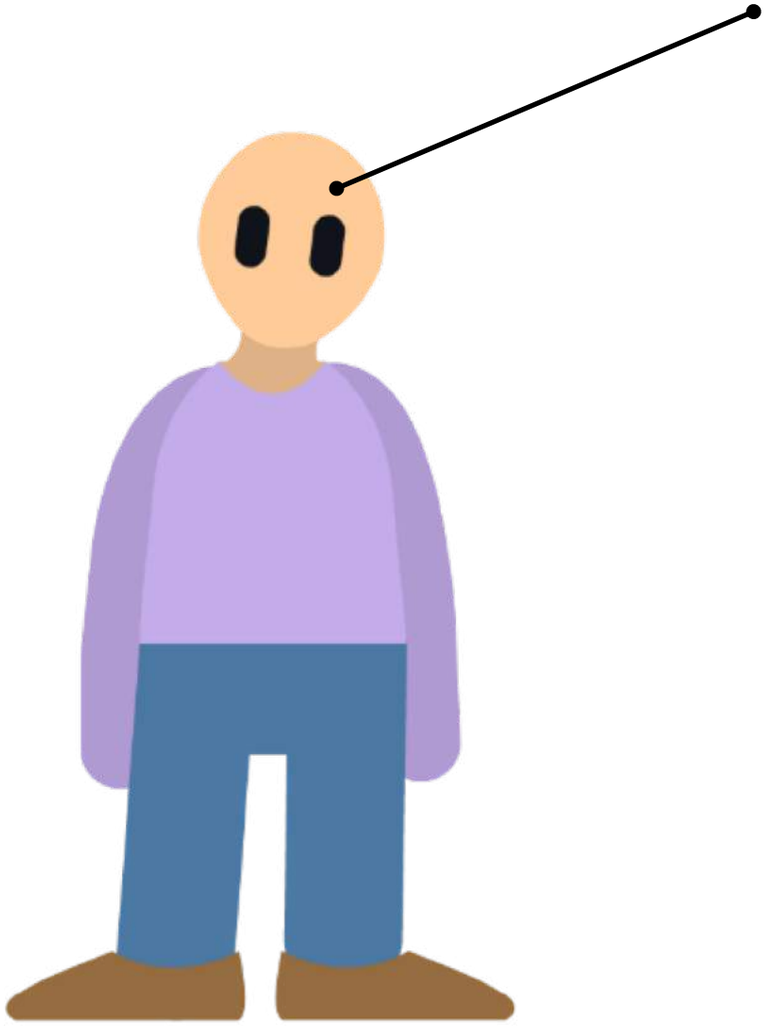


People



System

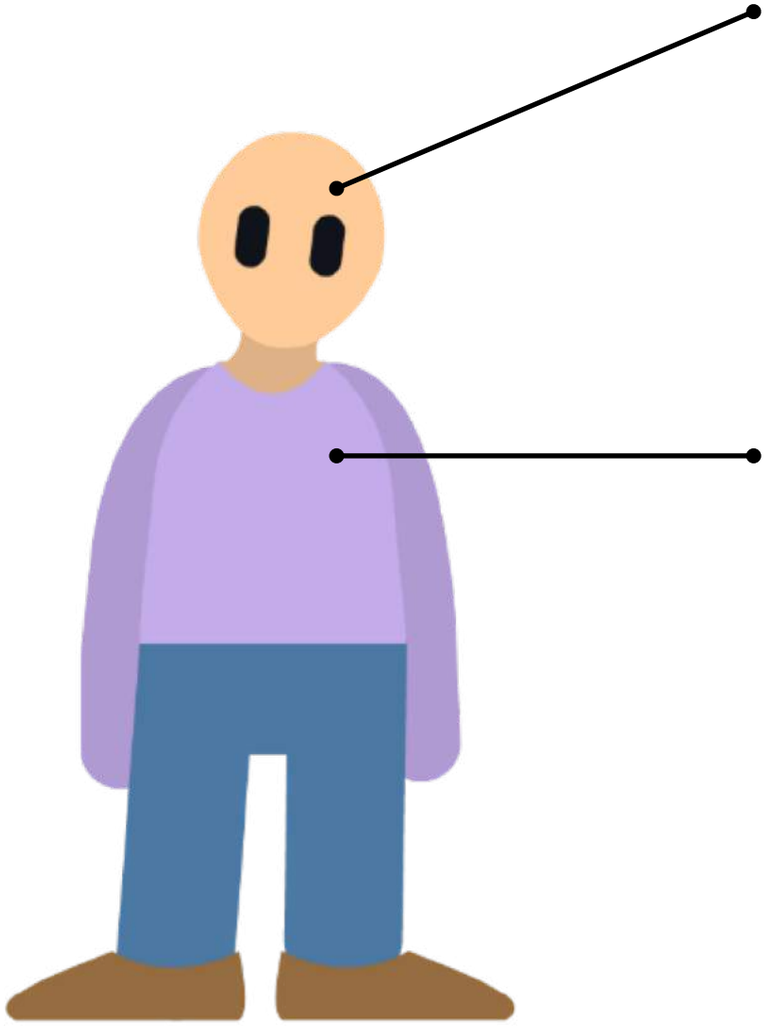
Thinking about people...



Thoughts / Perceptions

How do users understand what is going on? What are they aware of? What information do they need?

Thinking about people...



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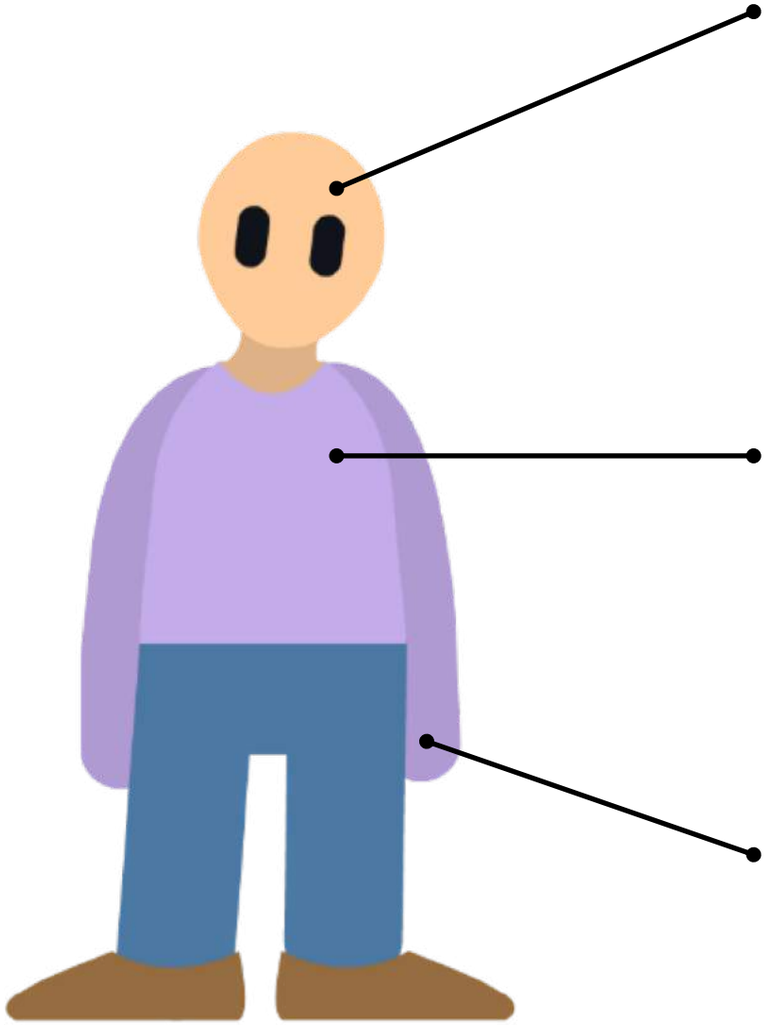
Feelings & Reaction

How do users feel? What kind of reaction are they having to the system?

Thinking about people...



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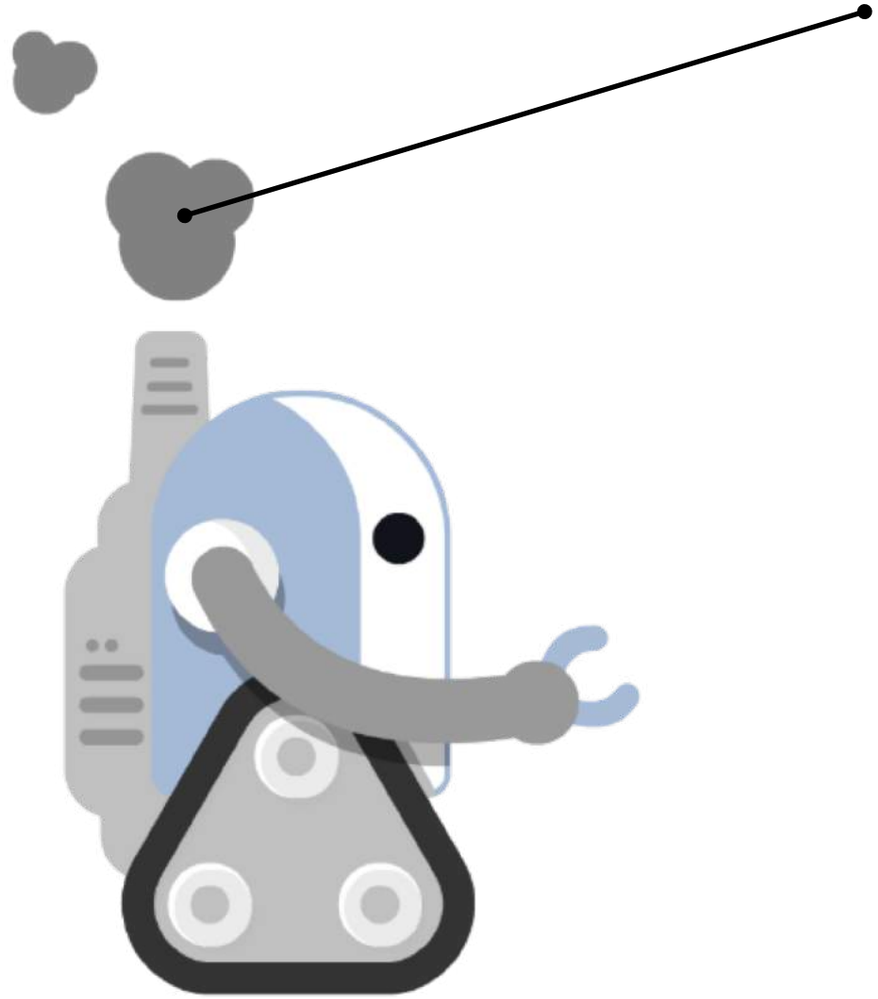
Actions & Behaviors

What are the users doing? What do they perceive that they should be doing?

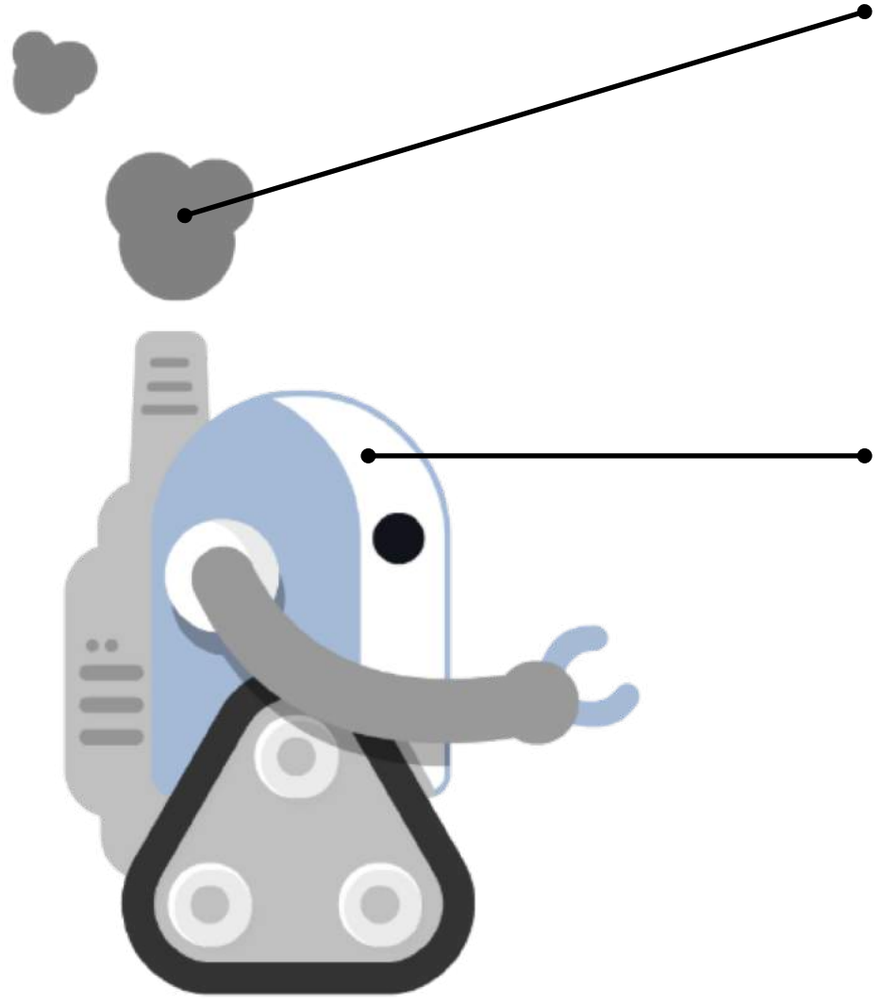
Thinking about the system...



Environment

Where is the system taking place? What implications does the environment have on users and the system?

Thinking about the system...



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Recognition & Response

Does the system identify what the user needs? How is the system responding?

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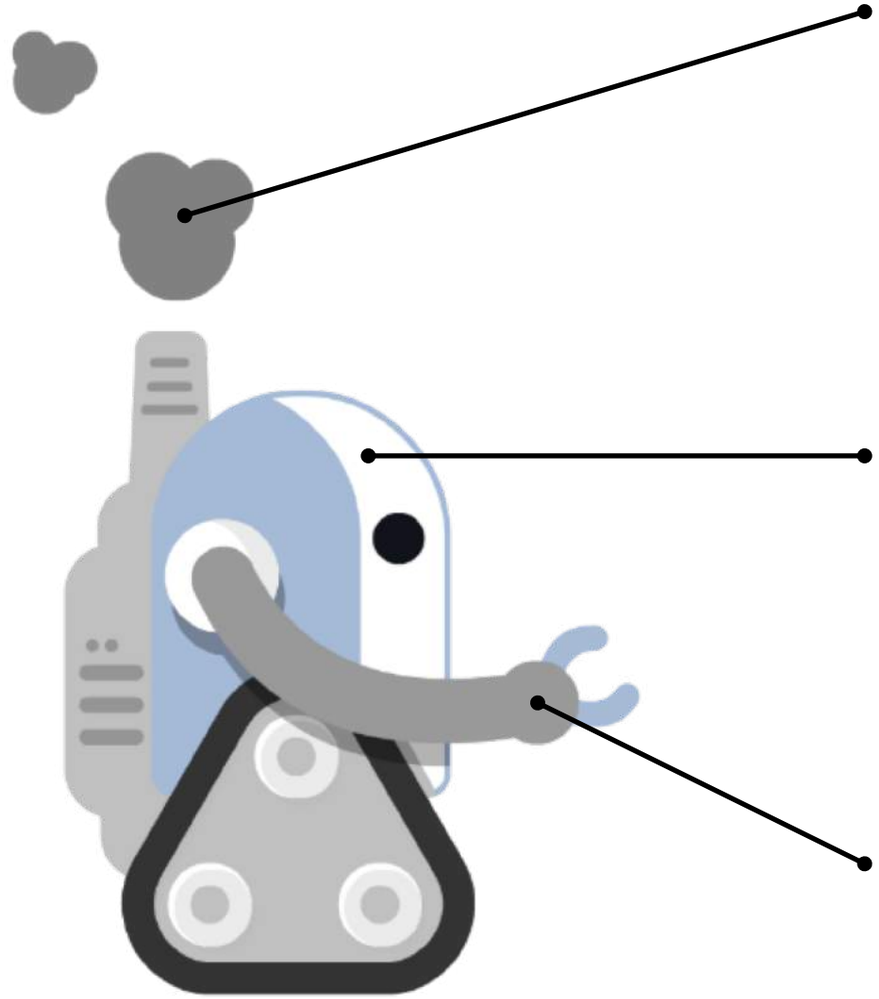

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Recognition & Response

Does the system identify what the user needs? How is the system responding?

Affordance & Indication

What is the system expecting from users? Is the system providing an indication?

AUSTIN'S YELLOW BIKE PROJECT
AUSTINYELLOWBIKE.ORG

Yellow Bike Project

“Getting people together to make Austin a better place to bike is really what it’s all about.”

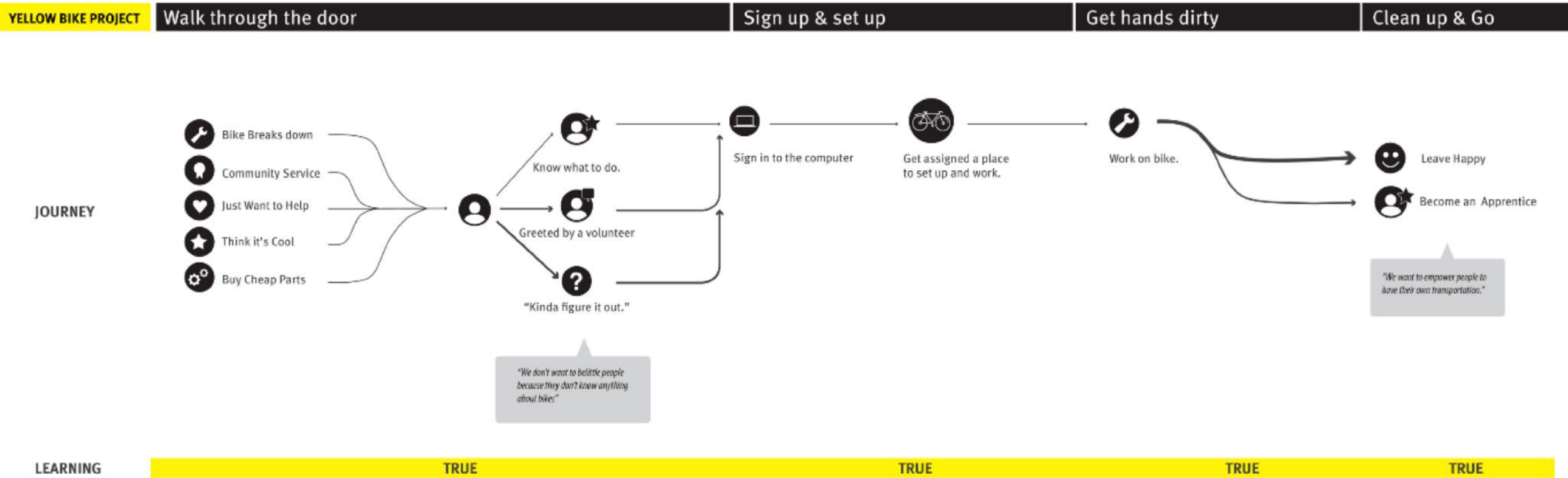
Volunteer Coordinator
Founder YBP

“It’s my reason for getting up in the morning...”

Volunteer Coordinator
Founder YBP

How they think their business works...

Customer journey maps can be used to clarify the perceived state of a system...



THE
BIKE SHOP
M-F 6-10

1216 WEBBERVILL

See Posted Times

WHEN YOU DRIVE A CAR
YOU DRIVE WITH HITLER!
RIDE
YOUR BICYCLE
TODAY!
AUSTIN BIKEFEST
OCTOBER 25, 2014
GOVALLE PARK
METRO

WELCOME TO THE YELLOW BIKE P.O. PROJECT!

*Please sign in

then talk to a coordinator

WELCOME

SIGN IN

then talk to a coordinator

YBP Shop Expectations

- First, Ask First
- Follow Instructions
- Work at a Station
- Learn to Earn
- Clean Up

TC Tires·Helmets
Seats·Tubes
BEN CLOUGH
2013
Please BE KIND
to Cyclists

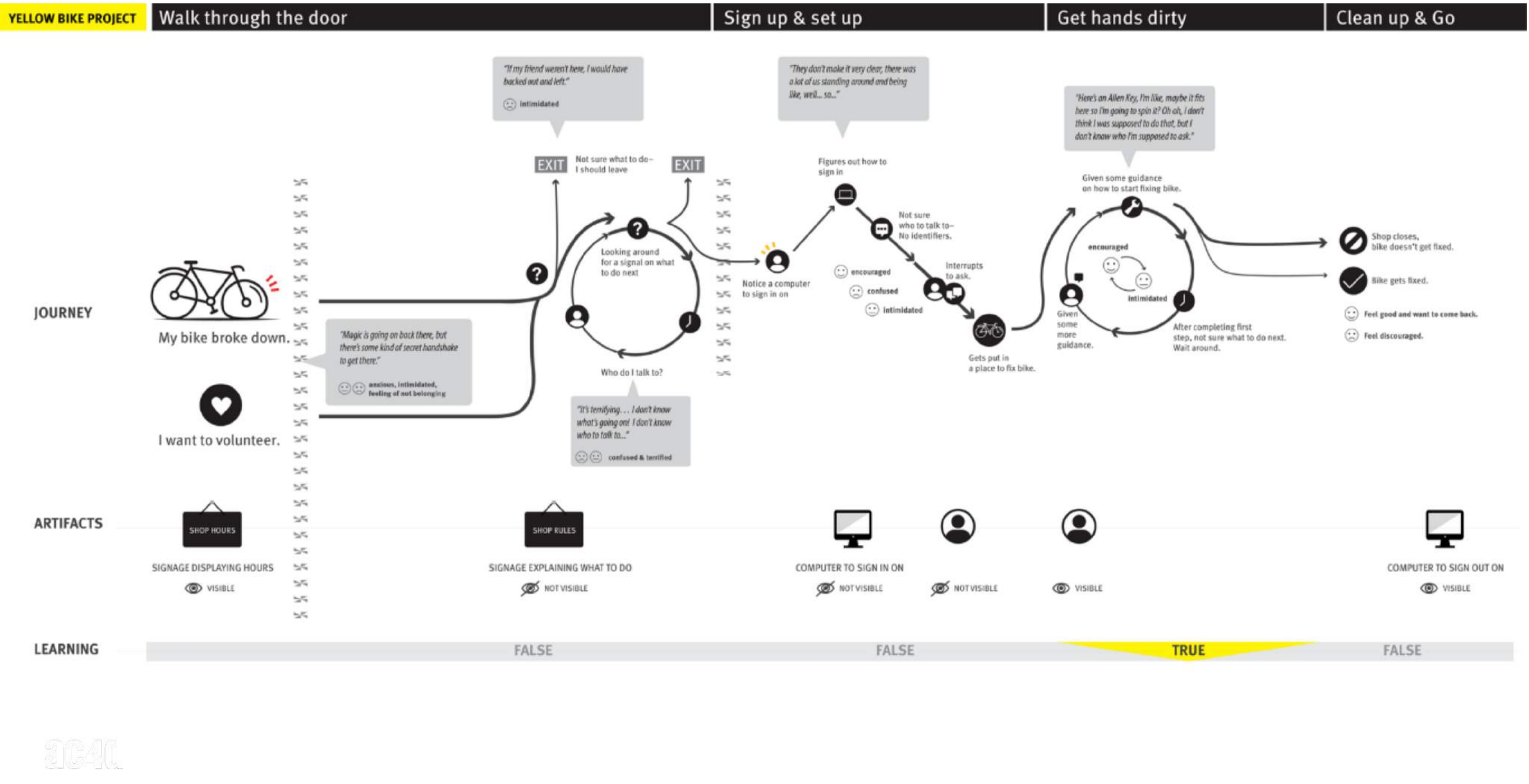
CHAIN WHIP

CABLE CUTTER

EXIT
Quantity 100
LARGE
Powdered
Map Book
D-51
(City of Austin scanned-in, page-by-page)
THE ALL NEW COMPLETE BOOK OF Bicycling
MOUNTAIN BIKE MAINTENANCE
BARNETT'S manual
BICYCLING MAGAZINE'S COMPLETE GUIDE TO BICYCLE MAINTENANCE and REPAIR
BICYCLE REPAIR MANUAL
BICYCLE REPAIR AND MAINTENANCE
DICTIONARY
BICYCLE BUILDER'S BONANZA
THE COMPLETE CHECKLIST SYSTEM
SUTHERLAND'S
HAVE A QUESTION ???
Bike Mechanic
Book Library
ASK THESE HANDY BOOKS

How it actually works...

When used with a perceived state, the juxtaposition with the actual state gives a clear direction to areas of improvement.



Customer Journey Maps represent...

Perception

Based on the thoughts of those who have knowledge of the system.
(usually stakeholders)

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Reality

Based on personal experience & or field research. Using data from people who are using the system.

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Ideal

A vision for what the system should be.
Most effective when based on inspiration from the way the actual system works.

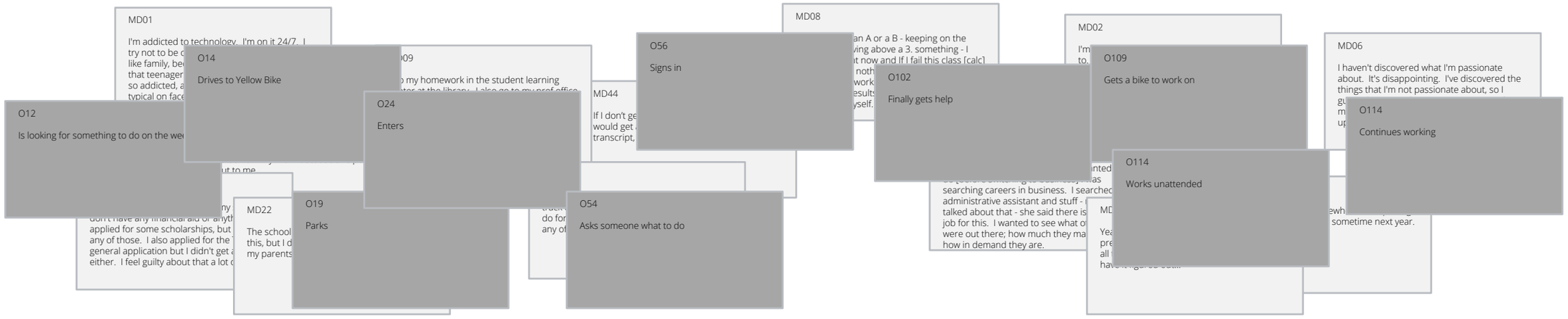
Our focus for today…

Ideal

A vision for what the system should be.
Most effective when based on inspiration from the way the actual system works.

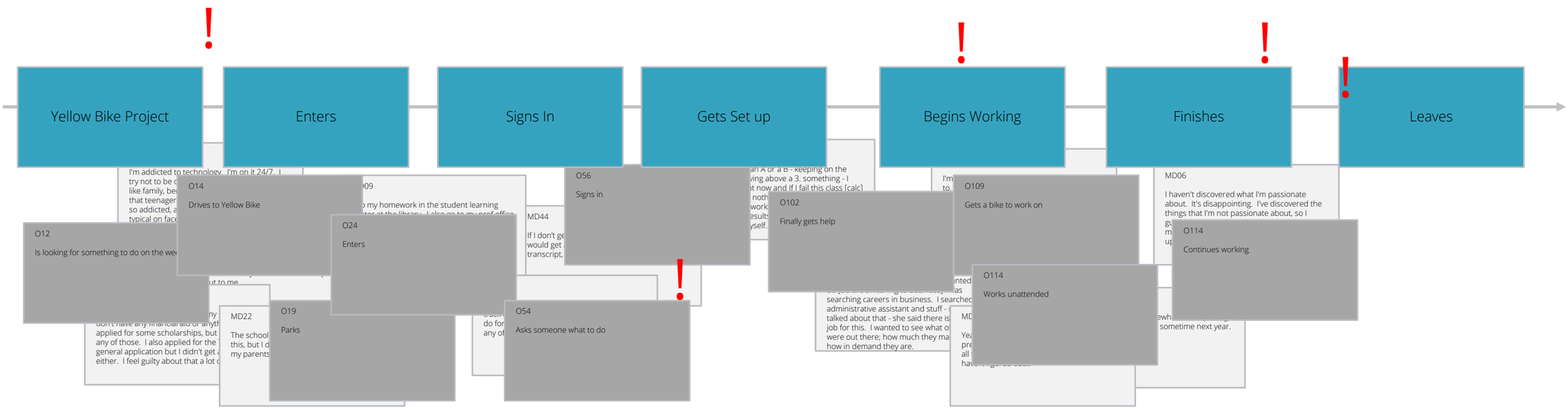
Create a timeline.

Add utterances and observations, in time.

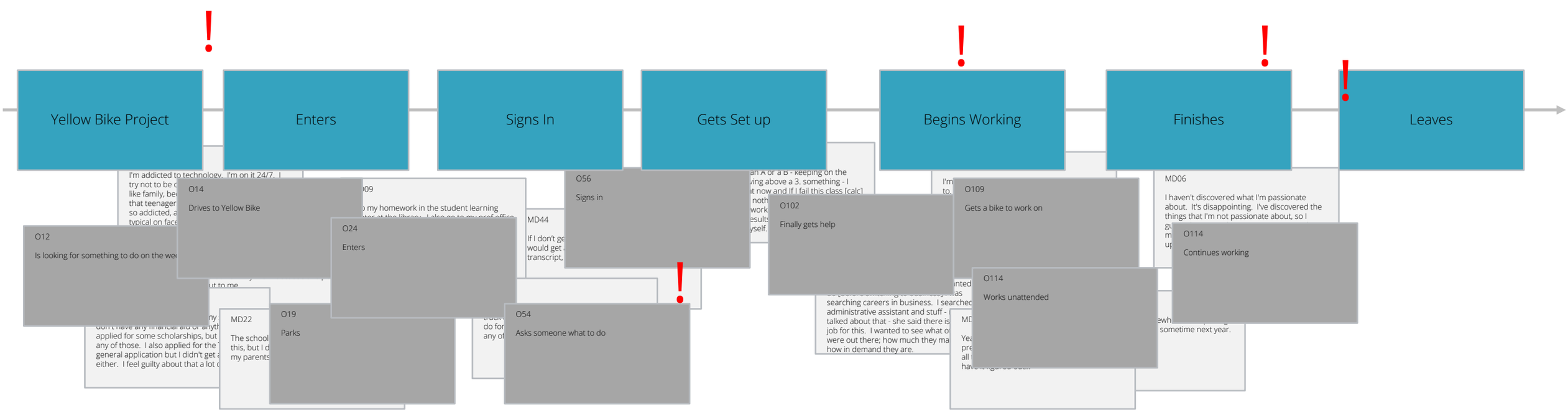


Define major journey sections.

Identify areas that your value promise breaks down.

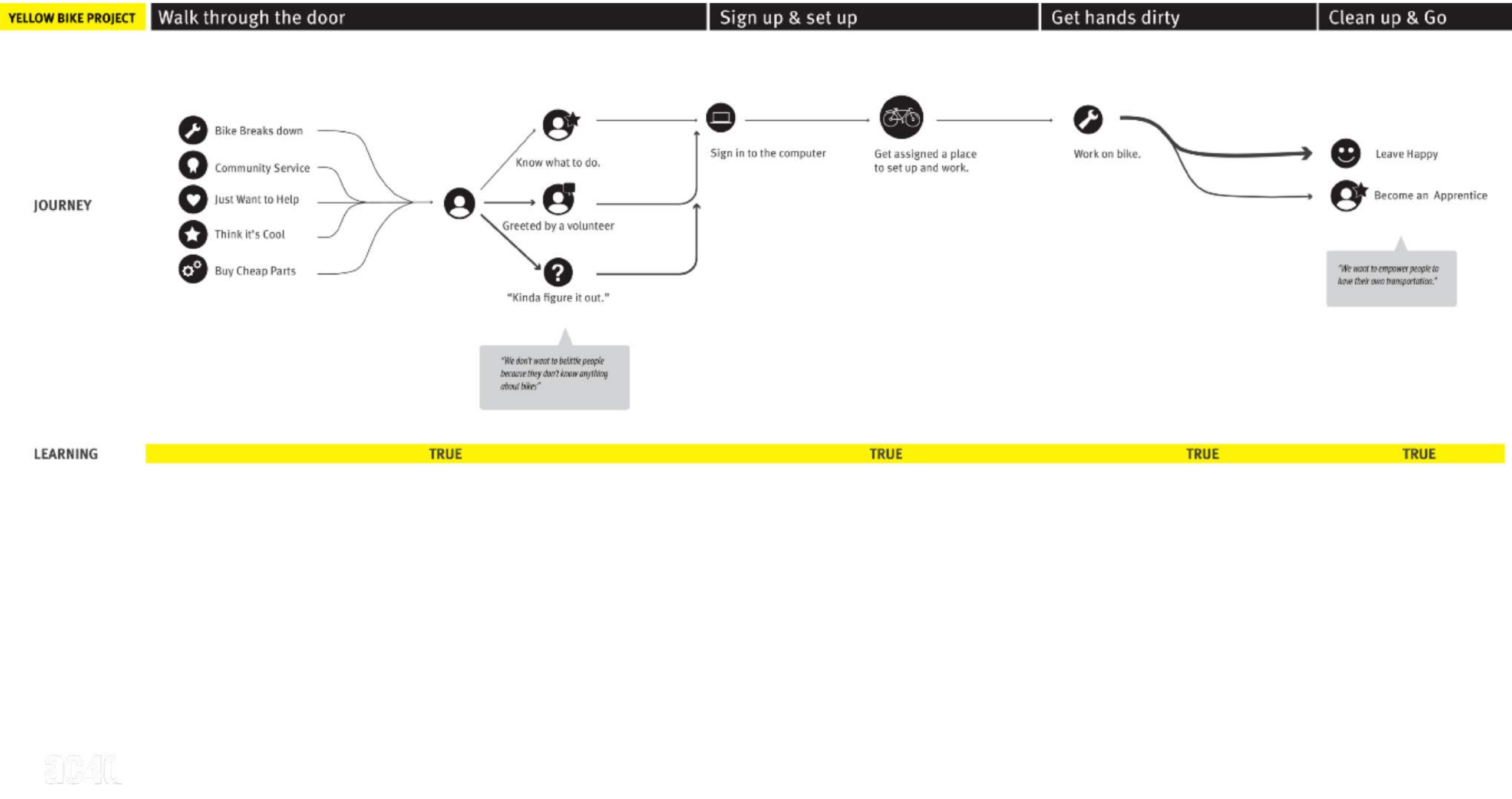


Fix it, based on your value promise.



Keep asking: how does this relate to my data, and fulfill my value promise?

Enhance the visualization



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