

Customer Journey Map

- Choose the process or journey you want to map.
- Identify the personas or specific users for whom you're creating the journey map.
- Break down the user's experience into key stages or phases.
- List touchpoints for each stage—any user interactions with your product, service, or brand.
- Identify pain points and opportunities, viewing challenges as chances for creative solutions.

| | Awareness How might someone first learn about the company? | Consideration How might someone get educated on your services or benefits? | Acquisition How does one commit to a service with your company? | Service(s) What services do your customers need or desire? | Loyalty How and why would a customer become and stay loyal to your services and/or brand? |
|---|--|--|---|--|---|
| What steps are taken How might experience the step of the journey (brand tactics or touchpoints)? | | | | | |
| Positive & negative moments What is enjoyable and frustrating throughout the phases of the journey? | | | | | |

An activity from **Creative Confidence: Unleashing the Creative Potential Within Us All**

by Tom Kelley and David Kelley

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A completed mind map to illustrate the activity.

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|---|---|---|---|--|---|
| What steps are taken How might experience the step of the journey (brand tactics or touchpoints)? | Social media networking events outreach sponsorships blog content word of mouth industry awards company boards journals referrals bathroom door | website virtual or in-person meeting case studies recommendations/ referrals via social media thought leadership videos case studies robust with tactics | X | X | |
| Positive & negative moments What is enjoyable and frustrating throughout the phases of the journey? | bright/bold brand authentic voice/tone positive vibes access to more case studies more details around their service offering active LinkedIn accounts valuable thought leadership (blogs) | more detailed (or less) approach | | | |

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