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# Introduction to Journey Mapping

Unlock Customer Insights with Journey Mapping!

## DEFINITION

> Journey mapping is a visual representation of a customer's experience with a product or service. It helps identify pain points and opportunities for improvement.

## KEY CONCEPTS

### Customer Persona

A fictional character representing a segment of your target audience, used to guide design decisions.

### Touchpoints

Key interactions between the customer and the product or service throughout their journey.

### Emotional Journey

The feelings and emotions a customer experiences at each stage of their interaction.

### Pain Points

Specific problems or challenges that customers face during their journey, highlighting areas for improvement.

### Opportunities

Potential enhancements or innovations that can improve the customer experience based on insights from the journey map.

## EXAMPLES

→ Mapping the steps a user takes to complete a purchase online.

→ Visualizing the onboarding process for a new software application.

→ Tracking customer interactions with support services during a product issue.

## MEMORY TIPS

★ Think of 'journey' as a 'map' to guide customer experience improvements.

★ Use the acronym PET: Persona, Emotional journey, Touchpoints to remember key elements.

★ Visualize a road trip where each stop represents a customer interaction.

## COMMON MISTAKES

✗ Neglecting to include the customer's emotional state in the journey.

✗ Focusing too much on internal processes rather than the customer experience.

✗ Creating overly complex maps that confuse rather than clarify the journey.

## QUICK RECAP

Journey mapping is essential for understanding customer experiences and identifying areas for improvement. Focus on key elements like touchpoints and emotional journeys to enhance user satisfaction.