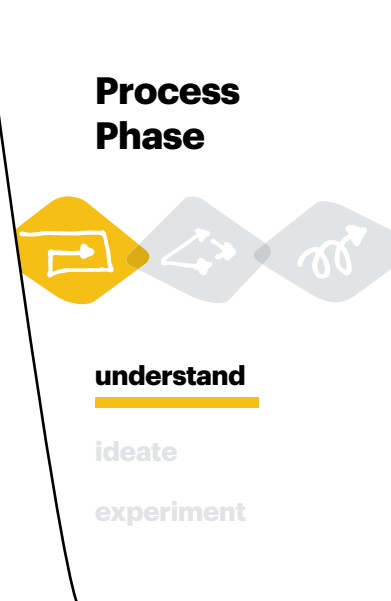


Customer Journeys

At Sprint we use Customer Journeys to better understand holistically how our customers feel during each phase of their interaction with us. By mapping their experiences we are able to visually depict their processes, needs, and perceptions throughout their interaction and relationship with our company.

How to Create and Use Customer Journeys

- 1** Start by reviewing the research from your field observations and synthesizing the information to define one or more relevant customer personas to map. Personas are fictional characters created to represent the different customer types that might interact with your service or product in a similar way.
- 2** Map each persona's step-by-step experience as they interact with your project and label these phases. Remember the journey does not start at the first physical point of interaction but with the moment that the customer thinks about the interaction.
- 3** Map each individual touch point. These could be through advertisements, digital experiences, or any number of personal interactions.
- 4** Add the customer's thoughts, feelings and emotional experience. Use your research to uncover what they need and when they need it. It is important to capture the emotions, the motivations and the met and unmet expectations of the customer. This allows you to very quickly, and with clarity, see what you should put your focus on.
- 5** Finally identify "moments of truth" or those interactions that make or break the relationship with the customer. These are your opportunities for improvement and the areas that should be prioritized.



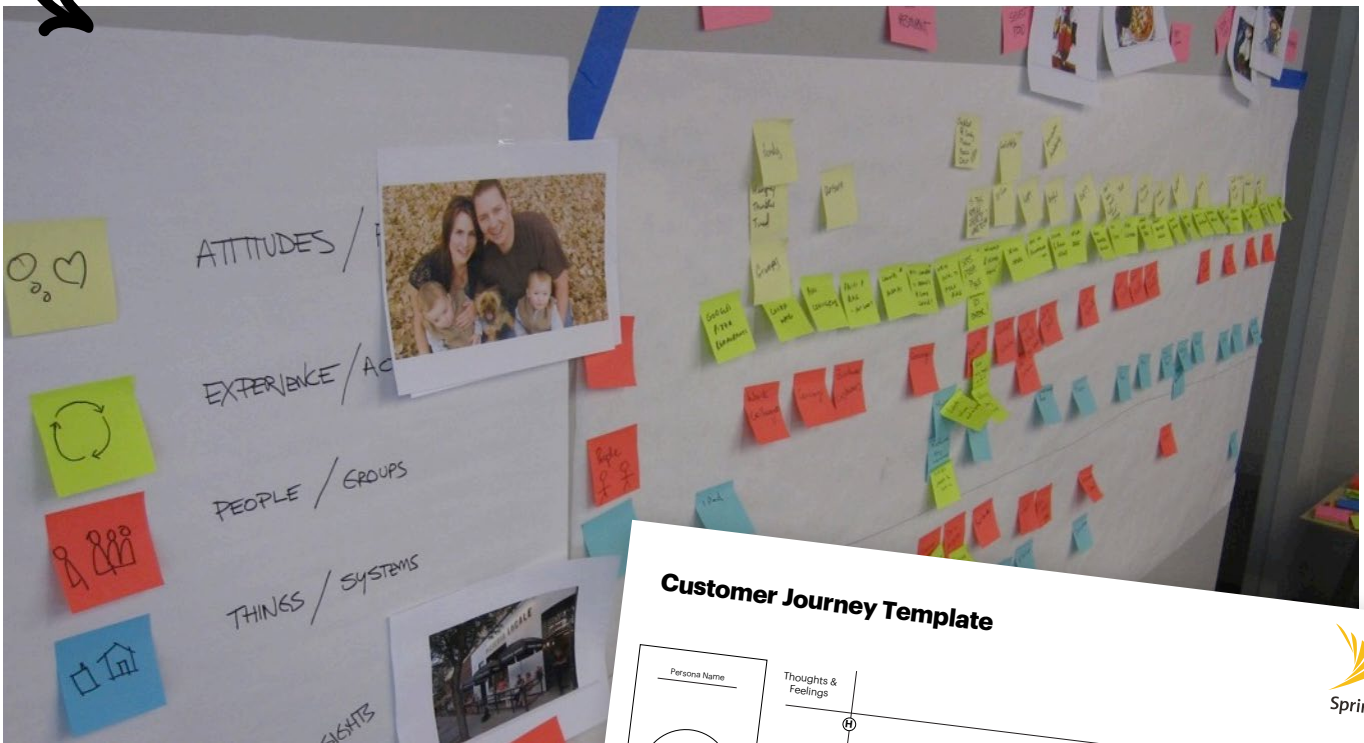
Time
60 minutes

Level
Difficult

Materials
Large paper, Post-its, Pens, Journey Template



To start map each customer journey using large sheets of paper and post-it notes.



After you are done use the Journey template to capture your work.

Customer Journey Template

Sprint

Persona Name	Thoughts & Feelings
Persona Details	Emotional Experience
	Phase
	Touchpoints
	Voice of Customer and Moment of Truths

Design Thinking

www.sprintdesignthinking.com/tools/CustomerJourneyTemplate.pdf

More Resources:
www.sprintdesignthinking.com/tools.html