

# Customer Journey Maps

A Strategic Tool for Enhancing Customer Experience.

## Introduction to Journey maps:

Journey maps visually depict the relationship between customers and a brand, revealing insights and potential scenarios during research and design.



## Quick Guide to Creating a Customer Journey Map

- Set Goals:** Align with product, service, objectives.
- Research:** Gather insights from multiple sources.
- Touchpoints:** Identify interactions and channels.
- Empathy Map:** Understand customer emotions.
- Brainstorm:** Generate ideas from different angles.
- Organize:** Group ideas into themes.
- Visualize:** Sketch the improved journey.
- Polish:** Refine and digitize the map.
- Share:** Display prominently for alignment.

