

Customer Journey Map™

Example: Savvy Kids



PART ONE – AUTHENTIC CUSTOMER AVATAR DESCRIPTION

Bring to mind your Authentic Customer Avatar.

This can be the Authentic Customer Avatar using the Authentic Customer Avatar Experience. Alternatively, you can create another Avatar to depict a specific segment of your market or use this process to empower each member of your team to create their own Avatar Journey.

Begin by getting a clear picture of who your Avatar is by constructing a fictional person. You will be walking through the Customer Journey, not thinking about the collective experience of your target market, but rather, guided by a very personal experience of a fictional Avatar you follow for wisdom and insights.

1. Avatar Demographics.

What is the name of your Avatar? Give them a name (George, Cindy, Pedro, Maria, or whatever you choose.) <i>Julie</i>	What is their age? <i>34</i>	What is their gender? <i>Female</i>
Where do they live? City, town, and country. <i>Brooklyn, NY, USA</i>	What did they go to school? Name of where they went for high school, college, and/or grad school. <i>Binghamton High & Utica College (Accounting). Getting MBA at night.</i>	
What is their occupation? What is their job title, industry, company, and company size? <i>Mom and Part-time bookkeeper</i>	What is their annual income? <i>\$50K herself + \$200K from spouse</i>	
What is their marital status? Single, married, divorced, remarried, widowed, etc. <i>Married to 38-year-old Martha who is an Architect</i>	Do they have children? Pets? What are the names and ages of all of their children. <i>5-year-old, Pearl Puddles, a 10-year-old brown mutt.</i>	

2. Psychographic Information.

Values and Beliefs. What is important to them, what do they prioritize, what are their political beliefs, what are their religious beliefs?

Julie loves being a mom. Wants to make sure her daughter, Pearl, has everything she needs. Education is important to her. Julie is a democrat who fights for equality and justice for underrepresented people. Gay herself, she is active in the LGBTQ community. Cares about Sustainability, family, career growth.

Interests and Hobbies. What are activities they enjoy, to which clubs do they belong, which sports teams do they love? What do they do for culture?

Long time NY Yankees fan; belongs to the Park Slope Food Co-op; plays softball in Prospect Park on Sundays; visits the library with Pearl 2-3 times weekly

Lifestyle. What are their daily routines, social activities, and travel habits? What did they do last Saturday? What are they doing for social fun with friends next week?

Kindergarten pick-up and drop-off at Brooklyn Montessori. Runs home to work for a few hours. Meets up with other moms & kids in the park or at the museum. Loves a picnic with concert in the park with Martha and Pearl.

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Vacations. What kind of vacations do they prefer? (Beach, adventure, cultural, culinary, luxury)

Julie loves an Airbnb near a beach where she can kayak, paddle board, and read on the beach. Julie dreams of going on a bike trip to Portugal with Martha DuVine Cycling and Adventure.

Health. What fitness activities or sport do they participate in? (Gym, yoga, running, dance, team sports)

Hiking, biking, softball are her favorites.

Books, Magazines, Podcasts. What kind of books, magazines, and podcasts do they enjoy? (Genres, specific titles, digital vs. print)

For books, she loves "Untamed" by Glennon Doyle and "The New Jim Crow" by Michelle Alexander. Magazines: National Geographic, Sierra Magazine, The New Yorker, and The Advocate. Podcasts: The Longest, Shortest Time and "How Women Inspire."

Music. What type of music do they listen to? (Genres, favorite artists, streaming services)

Indie, folk, pop, and singer-song writer. Loves Brandie Carlile, Fleetwood Mac, Florence and the Machine, and The Lumineers

Personality. How would you describe their personality? Extroverted, introverted, adventurous, cautious, etc.

Nurturing, dedicated, socially conscious, ambitious, active, and community-oriented. Julie is likely empathetic and passionate about making a positive impact on the world around her.

Social Causes. What social causes or charities do they support?

Human Rights Campaign, Brooklyn Montessori PTA, The Sierra Club

Goals and Aspirations. What are their personal and professional goals, desires, and dreams?

Provide the best education and upbringing for her daughter, Pearl. Maintain a healthy, active lifestyle with her family. Continue being an active and supportive member of the LGBTQ+ community. Complete her MBA and advance her career in accounting. Foster a supportive and loving environment for her family.

Next, imagine this person has come across your company. How did they find your company? (Google search, friend recommended, ad on TikTok, at a conference, on a billboard, etc.)

Julie came across Savvy Kids Shoelaces when picking up her daughter at Kindergarten. She sees another child using the wide, colorful laces and notices the child successfully making the bunny ears, while trying to help Pearl get her fingers to tie her own shoelaces.

Now that you have a specific Avatar in mind, and a way they have found your company, now you are ready to take the Customer Journey.

PART TWO - TAKE THE CUSTOMER JOURNEY

With their presence in mind, imagine your Authentic Customer experiencing your company using the Customer Journey Map, on the next two pages. In this order, walk the Authentic Customer through the seventeen steps of the journey through the Five Lenses of Customer Experience:

LENS 1 - PHYSICAL EXPERIENCE

What is physically happening for them? Are they on a website, in a retail store, walking down the street, receiving a phone call, opening an email, at a meeting, etc.?

LENS 2 - THOUGHTS

All the thoughts that pass through their mind, including these very important thoughts to imagine, perceive, and know:

- Wants, needs, preferences. Specific thoughts about what they desire or need in that moment.
- Most of this, of course, is unspoken.
- Worries, objections, and concerns. Another specific type of thought you want to understand and know.

LENS 3 - FEELINGS AND INTENSITY

How are they feeling? Indifferent, worried, concerned, hopeless, excited, annoyed, confused, hopeful, reluctant, desperate, grateful, ambivalent, desperate, exuberant? Imagine how they are feeling. Also, consider the level of intensity they are feeling what they are feeling. Circle or highlight emotions they are feeling intensely. (Hint: anywhere your customer has an intense feeling, positive or negative, is a place to focus attention as it offers an invitation to serve them remarkably, either meeting their joyful expectation or providing a much-needed solution.)

LENS 4 - INTERACTIONS WITH CONTENT/PEOPLE/TOOLS FROM YOUR COMPANY

Who are the people from your company they interact with? What content, technology or tools they experience? Do they speak to someone in your sales department or customer service team? If they are seeing an ad on Google, or they are visiting your website and filling out a form, or is your sales person is meeting with them and delivering a presentation – all of these are the content, people, and tools your prospective customer is exposed to along the way of getting to know you.

LENS 5 - THE SYSTEMS THAT ARE HAPPENING IN THE BACKGROUND TO PRODUCE WHAT THEY ARE EXPERIENCING.

Your marketing systems, social media systems, sales systems, product manufacturing system, scheduling systems, etc. Most of these things are not consciously experienced by your customer, but somewhere in their awareness, they know these systems exist.

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Journey Step	Lens 1 - Physical Experience	Lens 2 - Thoughts	Lens 3 - Feelings	Lens 4 - Interactions	Lens 5 - Systems
1. They experience a problem, need, or desire.	Knot in her throat as Pearl shrieks with frustration	"How can I make it stop!" "How can I make it easier!"	Frustration, angst, overwhelm	Seeing the laces on another child	Bright colors. Wide width.
2. They become aware of your company.	Julie asks the mom where she got the laces	"Please let it be somewhere I can get quickly."	Curious. Determined. Hopeful.	Sees the laces more clearly. Sees how the child is tying them.	Bright colors. Wide width. Shows where to put your hands.
3. Initial interaction with your company.	Googles the company. Goes to the website.	"Came right up on Google. That's good!"	Hopeful. Calm.	Google ad. Website.	SEO management, key words optimization, Google ads.
4. They have an initial connection with your company.	Website shows a short video with lots of smiling kids tying shoes.	"Who knew a company like this existed!"	Curious. Hopeful.	Website. Kids Video.	Marketing, website, content management
5. Learning about your company and solutions.	Scrolling down home page is founder: how the laces work	"I like that it is backed by neuroscience. '30% faster is great!'"	Confident. Assured. Hopeful. Ready.	Website. Copy, images, statistics	Marketing, copy writer, content management
6. Experiences that invite them to be a customer.	Button: Get Laces Here. Takes Julie to a screen with 12 options	"Wow, lots of cool designs and colors."	Excitement. Hopeful. Anticipation. Confident.	Shoelace pages with options to select quantity and buy.	Marketing. Shopping Cart system. Integration with finance.
7. They decide to say yes.	Click on "Add to Cart"	"I like this one." "Let's start with two designs."	Focused. Thoughtful. Confident. Ready	Purchase pages. Friendly words.	Marketing. Shopping cart.
8. Saying yes.	Entering credit card and shipping information	"Great! They use Apple Pay so this will be quick!"	Ready. Hopeful. Confident	Shopping cart integration with Apple Pay.	Marketing. Shopping cart integration. Finances. Bill and Collect.
9. They are on-boarded as a customer.	Click on buy and taken to order confirmation. + Email confirmation.	"Great! It says they will be here in 2 days."	Hopeful. Complete. Satisfied.	Order confirmation with friendly messaging.	Logistics system send order to warehouse.

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Customer Journey	Touchpoint	Customer	Emotion	Message	Channel
10. They sign agreements and make payments.	Completed in steps 8 & 9				
11. They receive the product or service.	Email provides a video instruction on the day product arrives in mail.	"Wow! That's perfect timing." "Cool, the video is for me and Pearl."	Hopeful. Excited. Optimistic.	Email with video instruction for parent & child. Product arrives.	Logistics. Packaging. Shipping. Tracking. Email coordination.
12. They experience the product or service.	Take the product out of box. Insert them into shoe. Turn on video.	"They are a little tricky getting on." "I hope this works."	Cautious. Questioning. Nervous.	Packaging. Instructions on card. Video instructions in email.	Child instruction. Video production. Marketing.
13. They experience issues or challenges.	Pearl and Julie watch the video. Pearl gets frustrated. Tears.	"Oh no! These stupid things don't work!" "Stay calm." "Let's try again."	Nervous. Panicked. Upset. Focused. Determined.	The laces. Instruction video. Instruction card.	Child instruction. Video production. Marketing.
14. Problem resolution.	Julie sees a "Help!" button in links to more videos and a Help Chat & Phone	"Help sounds good!" "Wow the lady on the phone knew just how to help!"	Relieved. Confident. Hopeful.	5 more fun videos. Chat Bot with more instructions. Customer service line	Child instruction video. Customer service operations.
15. Buying again. And again.	Buys 2 more pairs the next week. Buys every year from new lines.	"Love the fun designs!"	Excited. Happy. Satisfied.	Website and shopping cart	Website, marketing, logistics, customer service, finance
16. Becoming a loyal customer.	Buys ever time a child she knows turns five	"I know what to get little Bobby!"	Excited. Happy. Satisfied.	Website and shopping cart	Website, marketing, logistics, customer service, finance
17. Becoming an ambassador for your company.	Shares a video on Instagram showing how great the laces work.	"We should create a partnership with the school!"	Confident. Empowered. Enthusiastic.	Website and shopping cart	Website, marketing, logistics, customer service, finance

PART TWO - HARVEST WISDOM

1. What did you learn from the experience of walking in your customer's shoes?

There are some critical moments when Julie's emotions could have led her not to buy laces. We need to focus on helping her through those moments.

2. What did you discover that you hadn't considered before?

We have to think of lots of new ways for customers to keep ordering from us. Whether it is for other kids, or from new products we can sell as the child gets older.

Also, are there other things we can sell at the same time, or right after. The laces have been purchased?

3. Where are your customer's greatest desires, hopes, and aspirations along the journey? What are those specific wishes and desires?

The moment when Julie opens the box, puts the laces in the shoes, and first tries them out with Pearl is a big moment. We need to figure out how to make sure this is always a moment of success and celebration – even if the child doesn't make any real progress tying shoes the first time. It needs to be so great opening the box, turning on the video, and wearing them, that there is no feeling of pressure if the child can't tie them right away.

4. Where along the journey are your customer's greatest challenges, worries, doubts, and hesitations? What are the specific challenges and issues they are facing?

Fear of Pearl being upset. Fear of Pearl not succeeding. Fear there is something wrong with how Julie parents. Challenges with being a parent. Having child have disappointments and setbacks. Worry that the laces are useless and are a marketing ploy.

5. Where does your company already provide a positive experience supporting your customer needs, wants, and problems? Name the top three areas.

- Great instructional videos that engage kids and parents.
- Great online experience.
- The laces are great for little hands.

6. Where would it be most beneficial to the customer (and to your company) to be great? Which place along the journey? Which desire or problem to solve? Which place along the journey, or what problem/desire being solved, would result in your customer saying an unequivocal YES to being your customer?

- When the laces arrive and the child and parent take them out of the box, the experience of using them for the first time is where we need to be great.
- It needs to be fun, engaging, and celebratory.
- It needs to provide lots of easy guidance for getting started without any pressure.
- Deliver great first experiences in learning new skills – methods that are fun, engaging, and feel like a win no matter what.