Visual ◆ Paradigm

How to Develop a Customer Journey Map?

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You want to create memorable first impressions and deliver differentiated buying experiences to your customer? You want to find out how your customers shop in today's digital world? What are the most influential channels and touch points in their customer journey and how can you impact these? How does this work for the new product category you wish to enter?

Customer Journey Map is a powerful technique for understanding what motivates your customers - what their needs are, their hesitations, and concerns. Although most organizations are reasonably good at gathering data about their customers, data alone fails to communicate the frustrations and experiences the customer experienced. A story can do that, and one of the best storytelling tools in business is the customer journey map.

Customer journey map uses storytelling and visuals to illustrate the relationship a customer has with a business over a period of time. The story is being told from the perspective of customer, which provides insight into the total experience of the customer. It helps your team better understand and address customer needs and pain points as they experience your product or service. In other words, mapping out the customer journey offers your business the chance to see how your brand first engages a potential customer, and then moves through the touchpoints of the entire sales process.

In this Customer Journey Map tutorial we will walk you through the steps involved in creating a Customer Journey Map in Visual Paradigm. If you want to know more about what is Customer Journey Map (CJM), you can watch the video 'What is Customer Journey Mapping?' below:
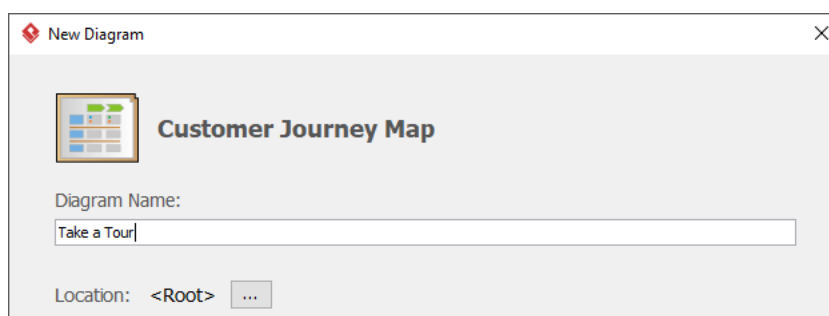
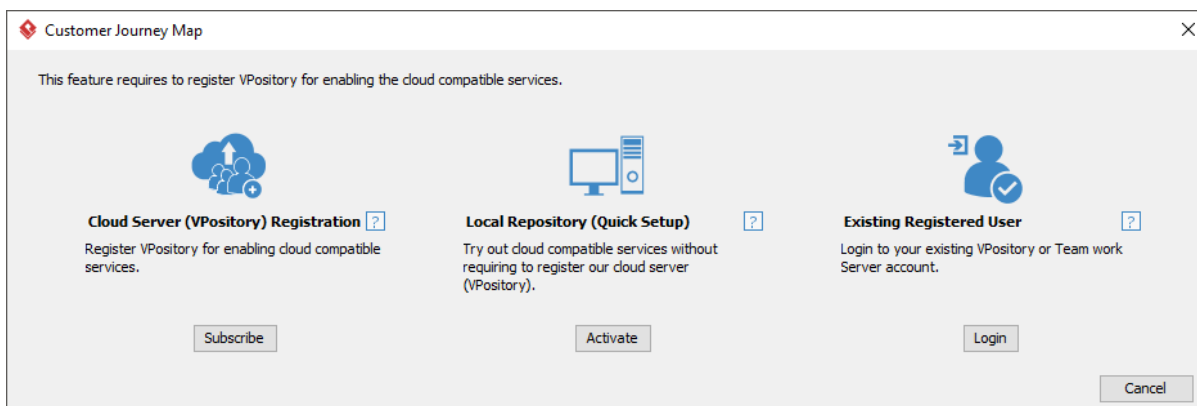What is Customer Journey Mapping?

Creating a Customer Journey Map

1. Create a new project by selecting **Project > New** from the application toolbar. In the **New Project** window, enter *CJM Tutorial* as project name and click **Create Blank Project**.
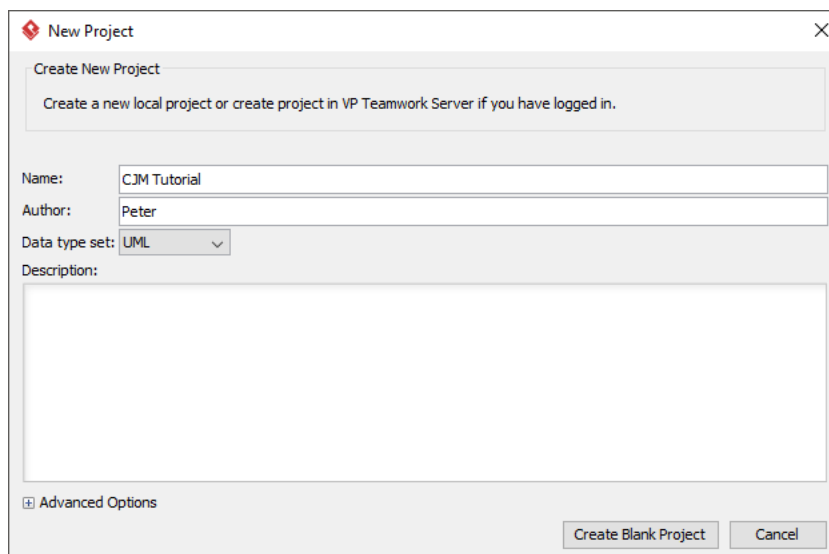

2. Create a new Customer Journey Map by selecting **Diagram > New** from the application toolbar. In the **New Diagram** window, select **Customer Journey Map** and click Next. Enter *Take a Tour* as diagram name and click **OK** to confirm.

3. Customer Journey Map is a feature available under Visual Paradigm Online ("VP Online")/ Teamwork Server. If you are prompted to connect to a server, and if you are evaluating Visual Paradigm, it is recommended that you **Activate Local Repository (Quick Setup)**. If you are a member of VP Online or Teamwork Server, click **Login** under **Existing Registered User**.

4. A new Customer Journey Map is created, with four dummy stages created for you as default. Read the section below to enter the stages.
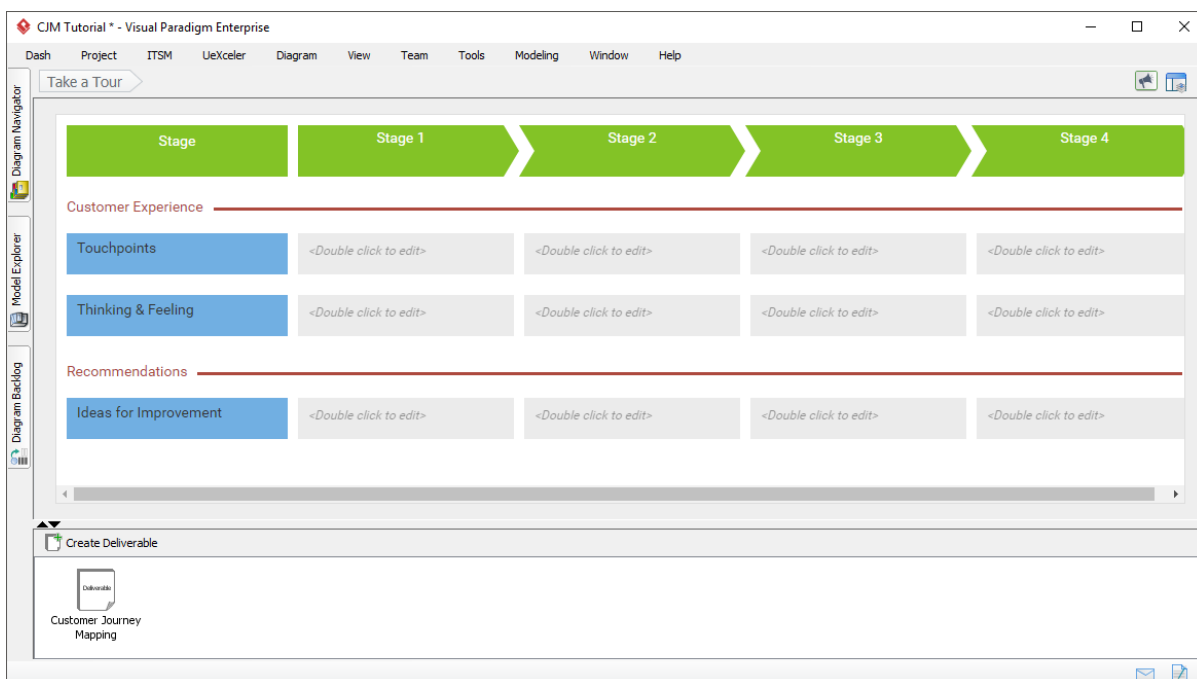
Entering stages

1. Double click on *Stage 1* at the top of the journey map and rename the stage to *Explore Itineraries*.

2. Repeatedly rename the other three stages to *Book a Tour*, *Pre-Tour* and *During Tour*.

3. We need one more stage. Click **+** on the right of the stage *During Tour*.
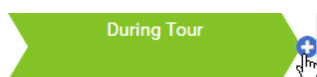
4. Enter *Post-Tour* as stage name.

Entering touchpoints

A touchpoint is any time a potential customer or customer comes in contact with your brand. Follow the steps below to enter the touchpoints for the stage *Explore Itineraries*.

1. Double click on the gray cell under the first stage *Explore Itineraries* to open the interface for entering touchpoints under this stage.

2. Enter the touch points as shown in the table below. You should press Enter to create a new row (of touchpoint).

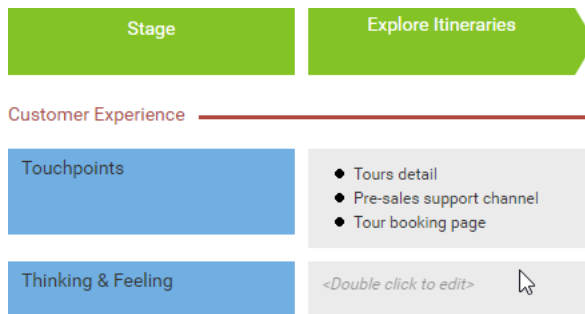| Title	Description	Reference
Tours detail	The page where details of various tours are presented	<None>
Pre-sales support channel	Ask questions before making a booking decision	<None>
Tour booking page	The page where user can book a tour	<None>

3.   Click **OK** to confirm and return to the map. The touchpoints are presented as bullet points in the cell.
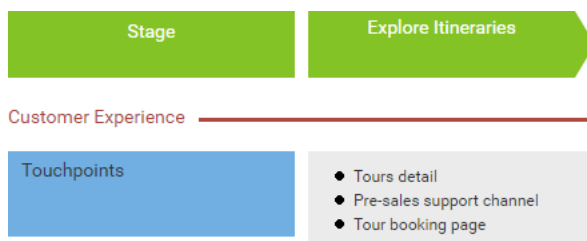
Entering customer thinking/feeling

Once the touchpoints are identified, identify what the customers think and how they feel for each touchpoint. What do the customers think when they visit the website to find tours information? Are they happy, unhappy or even frustrated? Think as a customer and list out all the customer thinking and feeling. Follow the steps below to enter the customer's thinking and feeling for the stage *Explore Itineraries*.

1.   Double click on the second gray cell under the first stage *Explore Itineraries*.

2.   Enter the customer thinking as shown in the table below. You should press **Enter** to create a new row (of customer thinking/feeling).

Title	Description	Reference
Lack sophisticated tour searching	Lacks the capability to search tour(s) by destination country, city and period	<None>
Brochure not printable	Users want to print out the brochure for discussing vacation plan with friends	<None>
Lack real-time support channel	Unable to solve user's question instantly	<None>
No way to compare tours	Users want to find out an option that can keep the balance between the pricing, travel arrangement and journey	<None>

3. A customer thinking/feeling is generated through assessing particular touchpoint. Let's indicate this relationship by specifying References. Under the Reference column of the first touchpoint *Lack sophisticated tour searching*, select *Tours detail* to reflect the fact that the customer find the search facility not satisfied when reading the tours detail page.


4. Repeat this step for the other touchpoints. Select *Tours detail*, *Pre-sales support channel* and *Tour booking page* as references for the other touchpoints.

5. Click **OK** to confirm and return to the map. The customer thinking and feeling are presented as bullet points in the cell. The reference relationships are indicated as tiny icons appear after each referenced and referencing item.
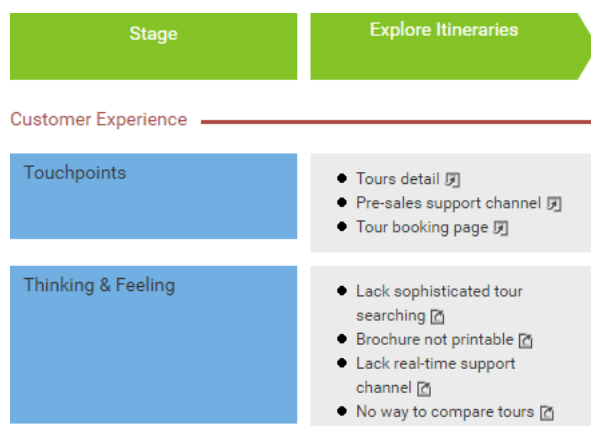
Entering ideas for improvement

Finally, based on the finding above you can think of the improvement opportunities. Follow the steps below to list the ideas for improvement for the stage *Explore Itineraries*.

1. Double click on the third gray cell under the first stage *Explore Itineraries*.
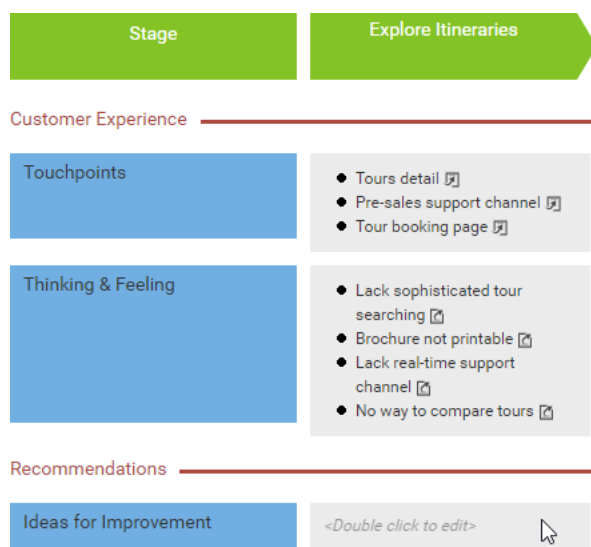
2. Enter the ideas for improvement as shown in the table below. You should press Enter to create a new row (of improvement idea).

Title	Description	Reference
Support advanced searching	Support searching by destination country, city and period	Lack sophisticat tour searching (Touchpoir
Support printer-friendly brochure	Support printer-friendly brochure so that user can print out a neat page for communication purposes	Brochure not printable (Touchpoir
Support more sharing options for tour details pages	Support more sharing options for tour details pages like facebook, email, gmail, etc	Brochure not printable (Touchpoir
Support WhatsApp	Provide dedicated WhatsApp support	Lack real-time support channel (Touchpoir
Allows comparison of tours	Present the information of different tours in a way that allows comparison	No way to compare tours (Touchpoir

3. Click **OK** to confirm and return to the map. The ideas for improvement are presented as bullet points in the cell.

Finishing up the journey map

Now you've finished entering the touchpoints, customer thinking/feeling and ideas for improvement for the first stage. Let's complete the other stages by following the tables below.

Touchpoints	Title	Description	Reference
	Tour booking page	The page where user can book a tour	<None>
	Company apps	To make booking via smart phones and tablets	<None>
Thinking & Feeling	Title	Description	Reference
	Complicated booking process	Too many steps are	Tour booking page

		required in booking	
	Unable to book via smart devices	User want to make booking anytime and anywhere via smart devices, and we do not support that right now	Company apps
Ideas for Improvement	Title	Description	Reference
	Simplify the page flow of booking	Instead of separating steps page by page, try to put them on same page	Complicated booking process
	Add hints to fields	Teach customers how to fill in the booking form	Complicated booking process
	Support booking via apps	Develop an app for tour booking	Unable to book via smart devices
Touchpoints	Title	Description	Reference
	Tickets details page	The page with details about the	<None>

	tickets bought	
Tour details page	The page with details about the tour which include the schedules and events	<None>

Thinking & Feeling	Title	Description	Reference
	No direct way for printing tickets	Customers need to print out the ticket	Tickets details page
	Lack recommendation that aids the preparation	Customers want to know the things that need to do and prepare for the tour	Tour details page
	Lack travelling information (local)	Customers want to know how to travel to the airport and the time required	Tour details page

Ideas for Improvement	Title	Description	Reference
	Support a direct print function	Provide a clear interface to print tickets	No direct way for printing tickets

	Title	Description	Reference
	for tickets		
	Provide a planning checklist	List the items customers need to prepare and pay attention to in preparing a journey	Lack recommendation that aids the preparation
	Provide information on how to travel to the airport	Provide the transportation information that helps customer to plan for transportation to and from airport	Lack travelling information (local)

Touchpoints	Title	Description	Reference
	Tour guide	Tour guide guides the customer through the whole journey	<None>

Thinking & Feeling	Title	Description	Reference
	Unhappy due to being persuaded to buy expensive souvenir	Customers do not want to be persuaded to buy expensive souvenir that they are not	Tour guide

	Title	Description	Reference
		interested in	
	Unable to communicate with local people	Customers want to communicate with local people smoothly	Tour guide
Ideas for Improvement	Title	Description	Reference
	Train the tour guide for better communication skills	The tour guide must not be too hard-sell	Unhappy due to being persuaded to buy expensive souvenir
	Ensure that the tour guide knows the language required to communicate with the local people	The tour guide should be skillful in the language required to communicate with local people so that he/she can help translate for the tour	Unable to communicate with local people
Touchpoints	Title	Description	Reference
	Photo album	We create digital photo album for customers and send it back	<None>

	Title	Description	Reference	
		to the customers after the tour		
Thinking & Feeling	Title	Description	Reference	
	Delighted when receiving the album	Customers love this arrangement and are generally delighted with that	Photo album	
Ideas for Improvement	Title	Description	Reference	
	Easy album sharing	Provide capability to easily share an album or photos in album	Delighted when receiving the album	
	Account based album collection	Help customers maintain records of their journeys. This also encourages them to choose our service again in the future	Delighted when receiving the album	

The final journey map should look like this:

Generating Document from Journey Map

At the bottom of the journey map there is a deliverable pane. On the left of the pane there is a deliverable icon. To generate a deliverable, double click on it, enter the filename in the **Generate Deliverable** window and then click **Save**.

The figure below shows the document generated. It contains the journey map (image) and the touchpoints, customer thinking/feeling and ideas for improvements entered under the stages.

Categorizing the Map with Label

You can categorize items in cells with labels. Let's say we want to categorize touchpoints into system touchpoints and human touchpoints. Perform the steps below for categorization.
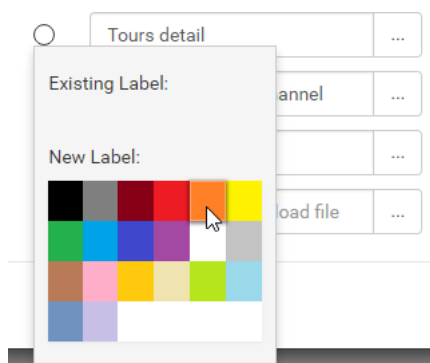
1. Right-click on lane header Touchpoints and select **Cells Format > Label** from the popup menu.
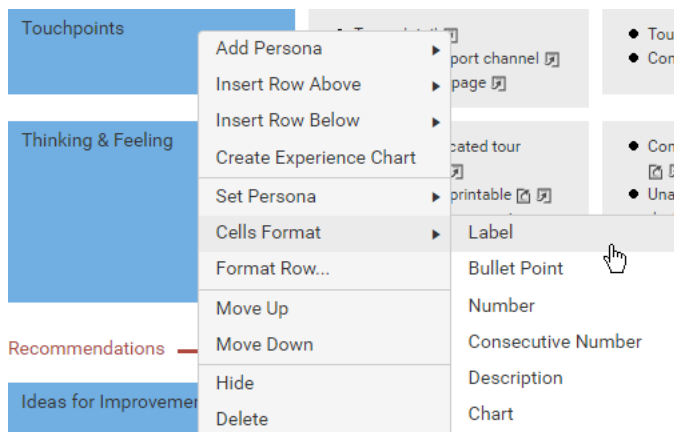
2. Double click on the cell of touchpoints under the stage *Explore Itineraries*.

3. Click on the hollow label next to the first item and select orange. We want to represent system touchpoints with an orange label.
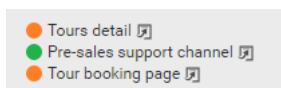
4. Click on the hollow label next to the second item and select green. We want to represent human touchpoints with a green label.
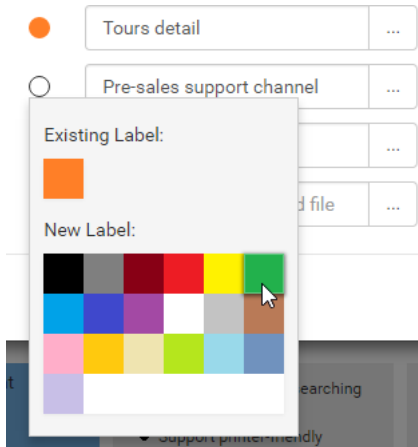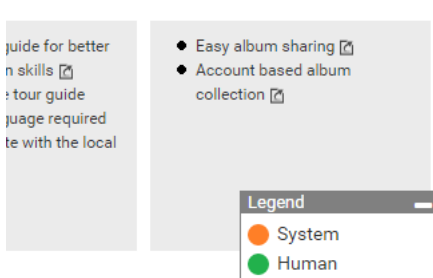

5. Set the label for the third item be orange.
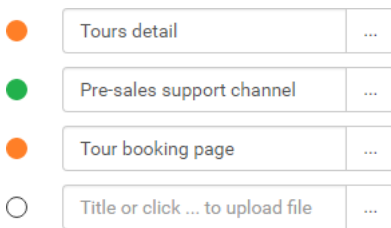
6. Click **OK** to confirm. The map is updated with orange and green labels applied to items.

7. At the bottom right of the map, double click on the captions in the legends and rename the captions for orange and green labels to *System* and *Human* respectively.

Related Links

- [More about Customer Journey Map](#)

- [Video - What is Customer Journey Mapping?](#)

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Visual Paradigm home page
(https://www.visual-paradigm.com/)

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