



How to Develop a Customer Journey Map?

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

A 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 told from the customer's perspective, which provides insight into their total experience. 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 learn more about what a Customer Journey Map (CJM) is, you can watch the video 'What is Customer Journey Mapping?' below:

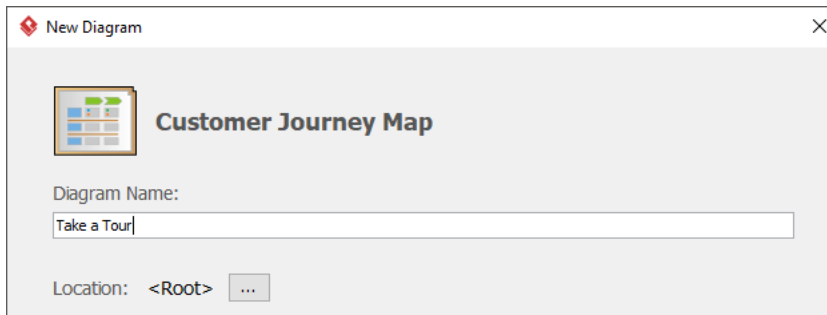
[What is Customer Journey Mapping?](#)

Creating a Customer Journey Map

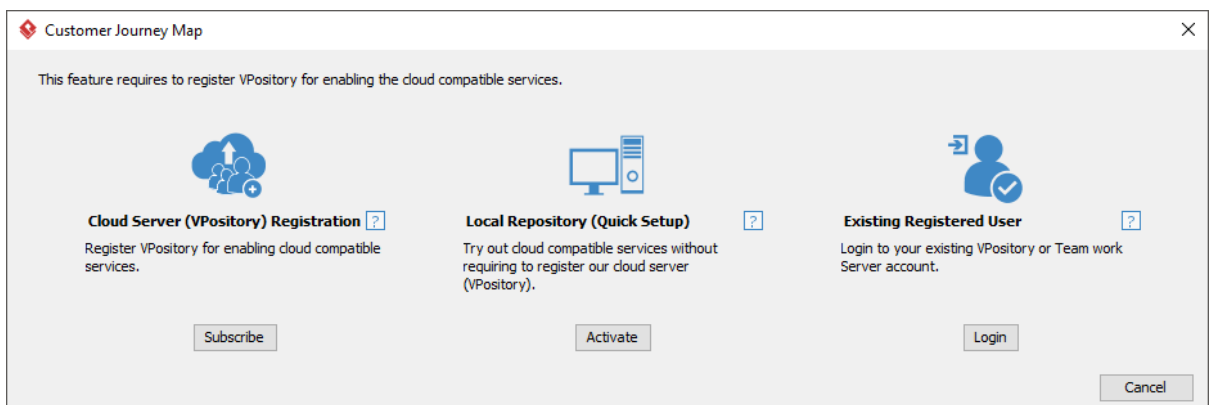
1. Create a new project by selecting **Project > New** from the application toolbar. In the **New Project** window, enter *CJM Tutorial* as the project name and click **Create Blank Project**.

A screenshot of the 'New Project' dialog box in Visual Paradigm. The dialog has a title bar with a red diamond icon and the text 'New Project'. Below the title bar, there is a section titled 'Create New Project' with a subtitle 'Create a new local project or create project in VP Teamwork Server if you have logged in.' Below this, there are four input fields: 'Name:' with the value 'CJM Tutorial', 'Author:' with the value 'Peter', 'Data type set:' with a dropdown menu showing 'UML', and 'Description:' with a large empty text area. At the bottom left, there is a checkbox labeled 'Advanced Options'. At the bottom right, there are two buttons: 'Create Blank Project' and 'Cancel'.

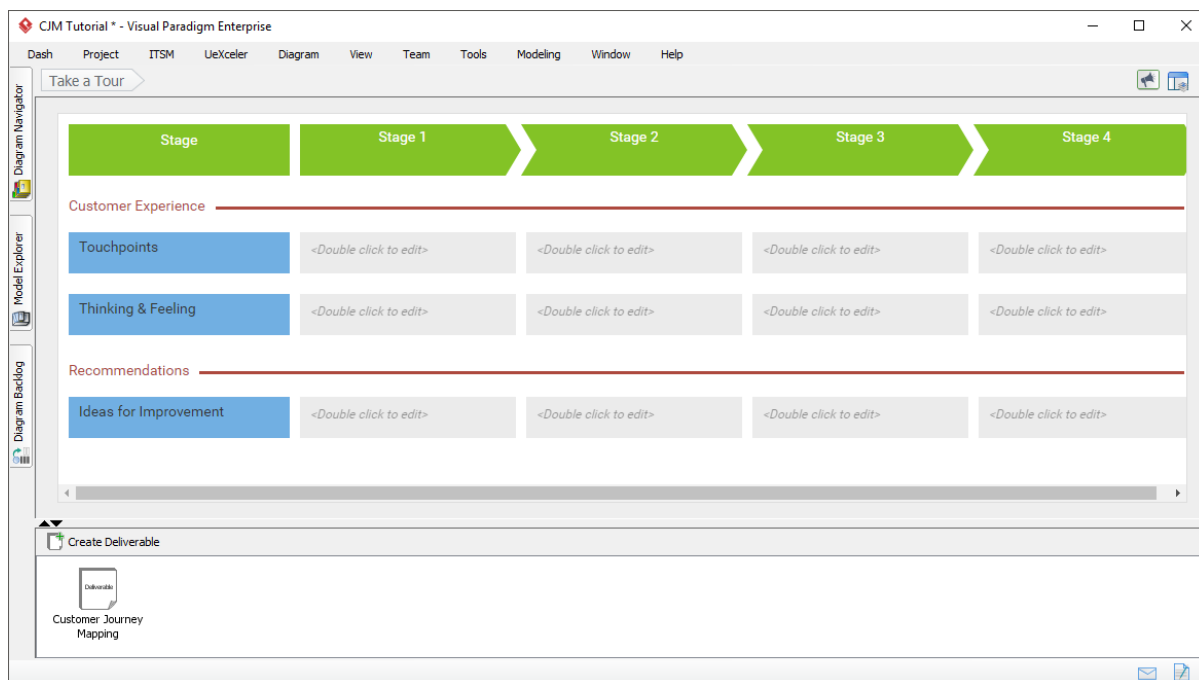
2. Create a new Customer Journey Map by selecting **Diagram > New** from the application toolbar. In the **New Diagram** window, select **Customer Journey Map** and click **Next**. Enter *Take a Tour* as the diagram name and click **OK** to confirm.



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 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 will be created with four dummy stages by default. Read the section below to enter the stages.



Entering Stages

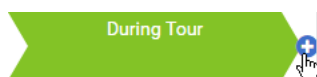
1. Double-click on *Stage 1* at the top of the journey map and rename the stage to *Explore Itineraries*.



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



3. We need one more stage. Click the + on the right of the *During Tour* stage.



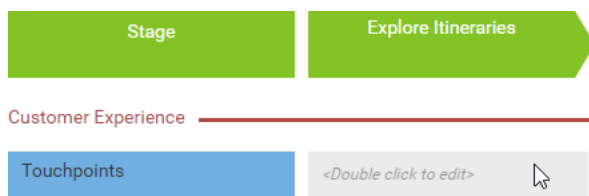
4. Enter *Post-Tour* as the stage name.



Entering Touchpoints

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

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



2. Enter the touchpoints as shown in the table below. You should press **Enter** to create a new row for each touchpoint.

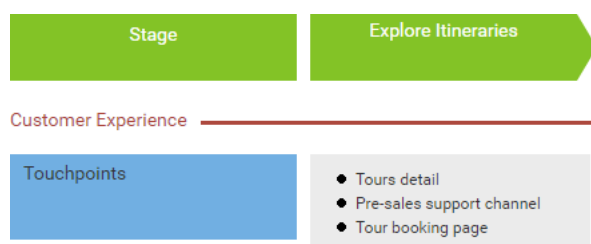
Edit ✕

| Label | 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> ▼ |
| • | Title or click ... to upload file | ... | Description | <None> ▼ |

OK
Cancel

| 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 users can book a tour. | <None> |

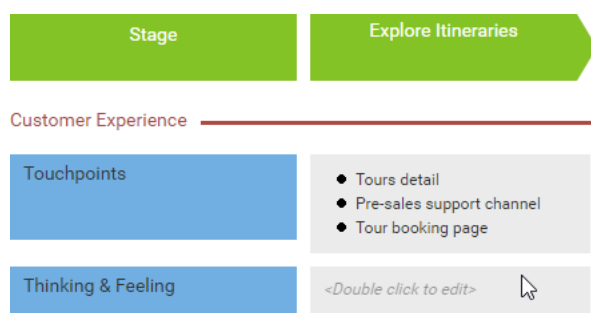
- Click **OK** to confirm and return to the map. The touchpoints will be presented as bullet points in the cell.



Entering Customer Thinking/Feeling

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

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



- Enter the customer's thinking as shown in the table below. You should press **Enter** to create a new row for each thought or feeling.

Edit ✕

| Label | Title | Description | Reference |
|-------|-----------------------------------|-------------|---|
| • | Lack sophisticated tour search | ... | Lacks the capability to search tour(s) by destination |
| • | Brochure not printable | ... | Users want to print out the brochure for discussing v |
| • | Lack real-time support channe | ... | Unable to solve user's question instantly |
| • | No way to compare tours | ... | Users want to find out an option that can keep the b |
| • | Title or click ... to upload file | ... | Description |

OK
Cancel

| Title | Description | Reference |
|--------------------------------------|--|-----------|
| Lack of sophisticated tour searching | The website lacks the capability to search for tours by destination country, city, and period. | <None> |
| Brochure not printable | Users want to print out the brochure to discuss vacation plans with friends. | <None> |
| Lack of real-time support channel | Users are unable to get their questions answered instantly. | <None> |
| No way to compare tours | Users want to find an option that balances pricing, travel arrangements, and the journey. | <None> |

- A customer's thought or feeling is generated by assessing a particular touchpoint. Let's indicate this relationship by specifying references. Under the "Reference" column of the first touchpoint, *Lack of sophisticated tour searching*, select *Tours detail* to reflect the fact that the customer found the search facility to be unsatisfactory when reading the tours detail page.

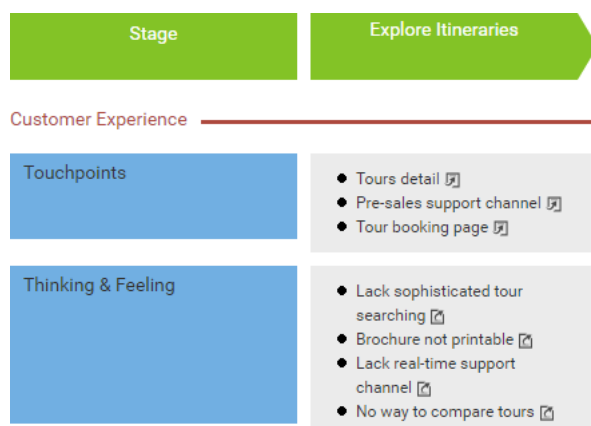
| Title | Description | Reference |
|---------------------------------------|---|-----------|
| Lack sophisticated tour searchf ... | Lacks the capability to search tour(s) by destination | <None> |
| Brochure not printable ... | Users want to print out the brochure for discussing v | <None> |
| Lack real-time support channe ... | Unable to solve user's question instantly | <None> |
| No way to compare tours ... | Users want to find out an option that can keep the b: | <None> |
| Title or click ... to upload file ... | Description | <None> |

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

Edit ✕

| Label | Title | Description | Reference |
|-------|---------------------------------------|---|--------------------------|
| • | Lack sophisticated tour searchf ... | Lacks the capability to search tour(s) by destination | Tours detail ▼ |
| • | Brochure not printable ... | Users want to print out the brochure for discussing v | Tours detail ▼ |
| • | Lack real-time support channe ... | Unable to solve user's question instantly | Pre-sales support c... ▼ |
| • | No way to compare tours ... | Users want to find out an option that can keep the b: | Tour booking page ▼ |
| • | Title or click ... to upload file ... | Description | <None> ▼ |

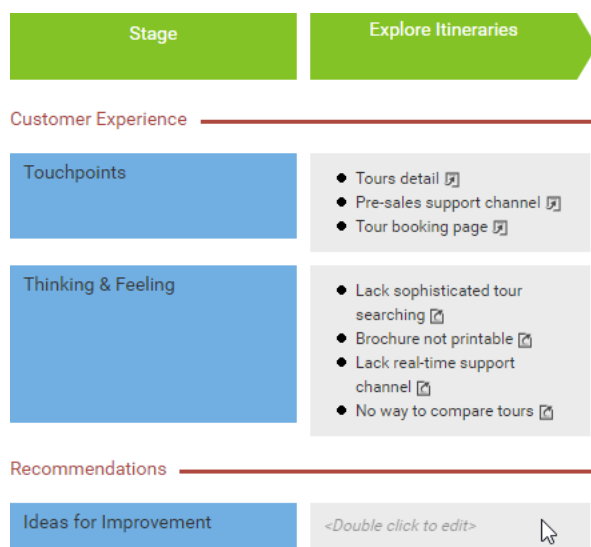
- Click **OK** to confirm and return to the map. The customer's thoughts and feelings are presented as bullet points in the cell. The reference relationships are indicated by tiny icons that appear after each referenced and referencing item.



Entering Ideas for Improvement

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

- Double-click on the third gray cell under the first stage, *Explore Itineraries*.



- Enter the ideas for improvement as shown in the table below. You should press **Enter** to create a new row for each improvement idea.

Edit ✕

| Label | Title | | Description | Reference |
|-------|-----------------------------------|-----|--|--------------------------|
| • | Support advanced searching | ... | Support searching by destination country, city and p | Lack sophisticated ... ▼ |
| • | Support printer-friendly brochu | ... | Support printer-friendly brochure so that user can pr | Brochure not printa... ▼ |
| • | Support more sharing options | ... | Support more sharing options for tour details pages | Brochure not printa... ▼ |
| • | Support WhatsApp | ... | Provide dedicated WhatsApp support | Lack real-time supp... ▼ |
| • | Allows comparison of tours | ... | Present the information of different tours in a way th | No way to compare ... ▼ |
| • | Title or click ... to upload file | ... | Description | <None> ▼ |

OK
Cancel

| Title | Description | Reference |
|---|---|--|
| Support advanced searching | Support searching by destination country, city, and period. | Lack sophisticated tour searching (Touchpoint) |
| Support printer-friendly brochure | Support a printer-friendly brochure so that users can print out a neat page for communication purposes. | Brochure not printable (Touchpoint) |
| Support more sharing options for tour details pages | Support more sharing options for tour details pages, such as Facebook, email, Gmail, etc. | Brochure not printable (Touchpoint) |
| Support WhatsApp | Provide dedicated WhatsApp support. | Lack real-time support channel (Touchpoint) |
| Allow comparison of tours | Present the information of different tours in a way that allows for comparison. | No way to compare tours (Touchpoint) |

- Click **OK** to confirm and return to the map. The ideas for improvement will be 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 users can book a tour. | <None> |
| | Company apps | They make bookings via smartphones and tablets. | <None> |
| Thinking & Feeling | Title | Description | Reference |
| | Completed booking process | Too many steps are | Tour booking page |

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

| | | | |
|-----------------------|---|---|------------------------------------|
| | | the tickets bought. | |
| | Tour details page | The page with details about the tour, including the schedules and events. | <None> |
| Thinking & Feeling | Title | Description | Reference |
| | No direct way for printing tickets | Customers need to print out their tickets. | Tickets details page |
| | Lack of recommendation that aid preparation | Customers want to know what they are supposed to do and prepare for the tour. | Tour details page |
| | Lack of local travel information | 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 for tickets | Provide a clear interface to print tickets. | No direct way for printing tickets |

| | | | |
|--|---|---|--|
| | Provide a planning checklist | List the items customers need to prepare and pay attention to when preparing for a journey. | Lack of recommendations that aid preparation |
| | Provide information on how to travel to the airport | Provide information that helps customers plan for transportation to and from the airport. | Lack of local travel information |

| Touchpoints | Title | Description | Reference |
|-------------|------------|---|-----------|
| | Tour guide | The tour guide guides the customer through the whole journey. | <None> |

| Thinking & Feeling | Title | Description | Reference |
|--------------------|---|---|------------|
| | Unhappy due to being persuaded to buy expensive souvenirs | Customers do not want to be persuaded to buy expensive souvenirs that they are not interested in. | Tour guide |
| | Unable to communicate | Customers want to communicate | Tour guide |

| | | | | |
|-----------------------|--|---|---|--|
| | with local people | with local people smoothly. | | |
| 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 souvenirs | |
| Touchpoints | Title | Description | Reference | |
| | Photo album | We create a digital photo album for customers and send it to them after the tour. | <None> | |
| Thinking & Feeling | Title | Description | Reference | |
| | Delight when | Customers love this | Photo album | |

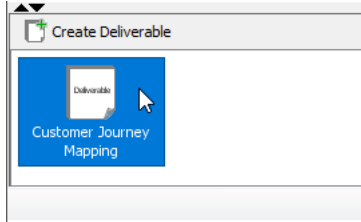
| | | | |
|-----------------------|--|---|------------------------------------|
| | receiving the album arrangement and are generally delighted with it. | | |
| Ideas for Improvement | Title | Description | Reference |
| | Easy album sharing | Provide the capability to easily share an album or photos in an 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 a Document from a 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 generated document. It contains the journey map (image) and the touchpoints, customer thinking/feeling, and ideas for improvement entered under the stages.

1. Take a Tour

| Title | Description | Reference |
|---------------------------|---|-----------|
| Tours detail | The page where details of various tours are presented | |
| Pre-sales support channel | Ask questions before making a booking decision | |
| Tour booking page | The page where user can book a tour | |

1.1. Explore Itineraries

1.1.1. Touchpoints

| Title | Description | Reference |
|---------------------------|---|-----------|
| Tours detail | The page where details of various tours are presented | |
| Pre-sales support channel | Ask questions before making a booking decision | |
| Tour booking page | The page where user can book a tour | |

1.1.2. Thinking & Feeling

| Title | Description | Reference |
|-----------------------------------|--|---------------------------|
| Lack sophisticated tour searching | Lacks the capability to search tour(s) by destination country, city and period | Tours detail |
| Brochure not printable | Users want to print out the brochure for discussing vacation plan with friends | Tours detail |
| Lack real-time support channel | Unable to solve user's question instantly | Pre-sales support channel |
| No way to compare tours | Users want to find out an option that can keep the balance between the pricing, travel arrangement and journey | Tour booking page |

1.1.3. 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 |

1.2. Book a Tour

1.2.1. Touchpoints

| Title | Description | Reference |
|-------------------|--|-----------|
| Tour booking page | The page where user can book a tour | |
| Company apps | To make booking via smart phones and tablets | |

1.2.2. Thinking & Feeling

| Title | Description | Reference |
|----------------------------------|--|-------------------|
| Complicated booking process | Too many steps are required in booking | Tour booking page |
| 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 |

1.2.3. 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 |

1.3. Pre-Tour

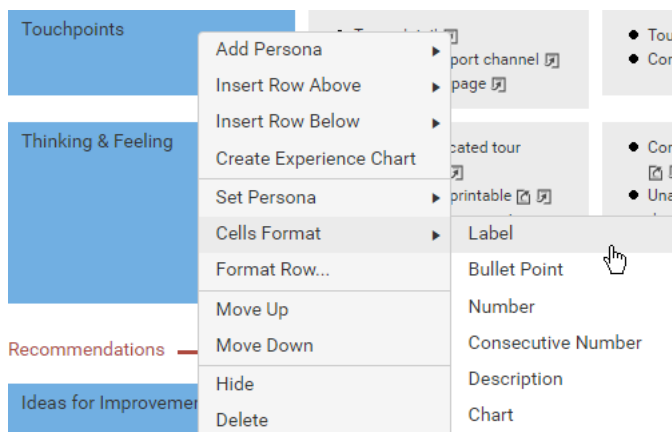
1.3.1. Touchpoints

| Title | Description | Reference |
|---------------------|--|-----------|
| Tickets detail page | The page with details about the tickets bought | |
| Tour details page | The page with details about the tour | |

Categorizing the Map with Labels

You can categorize items in cells with labels. Let's say you want to categorize touchpoints into system touchpoints and human touchpoints. Perform the steps below for categorization.

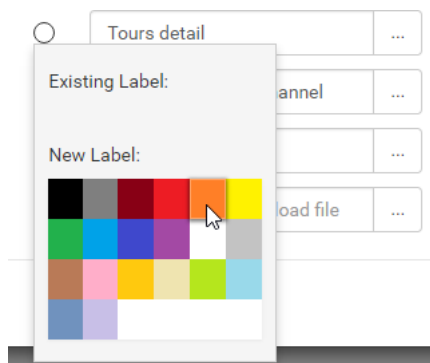
1. Right-click on the lane header "Touchpoints" and select **Cells Format > Label** from the popup menu.



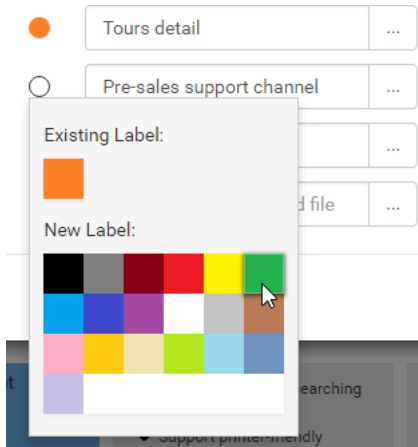
2. Double-click on the cell of touchpoints under the *Explore Itineraries* stage.



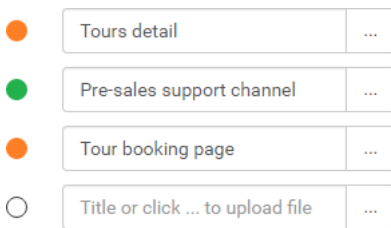
3. Click on the hollow label next to the first item and select orange. We want to represent system touchpoints with an orange label.



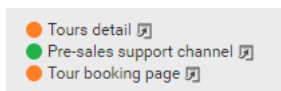
- Click on the hollow label next to the second item and select green. We want to represent human touchpoints with a green label.



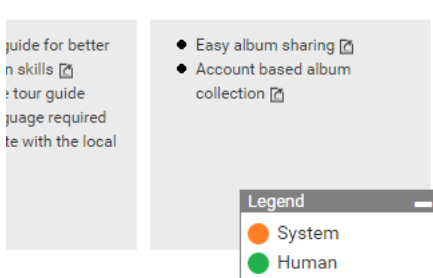
- Set the label for the third item to be orange.



- Click **OK** to confirm. The map will be updated with the orange and green labels applied to the items.



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



Related Links

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



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

Visual Paradigm tutorials
(<https://www.visual-paradigm.com/tutorials/>)