

Design Thinking

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ENT 621
Master of Entrepreneurship

Lecture 8



In The Previous Lecture: Design Thinking

- 4 Ways to Get Started with Design Thinking
- The Empathy Map
- Customer persona
- Types of personas
- Why do we need a personas ?
- Tips for customer personas

Empathy

Persona

Map

In This Lecture: Design Thinking

- What is the customer journey?
- Customer Journey Stages
- What is a customer journey map?
- What's included in a customer journey map?
- Steps for Creating a Customer Journey Map
- Types of Customer Journey Maps
- Customer Journey Map Best Practices"

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- Steps for Creating a Customer Journey Map
- Types of Customer Journey Maps
- Customer Journey Map Best Practices"

Customer

Journey

Map

"understanding your customers' minds can be extremely challenging."

And even when you think you've considered every possible factor, the journey from awareness to purchase for each customer will always be unpredictable, at least to some level

What is Customer Journey?

The customer journey is the series of interactions a customer has with a brand, product, or business as they become aware of a pain point and make a purchase decision.

While the buyer's journey refers to the general process of arriving at a purchase, the customer journey refers to a buyer's purchasing experience with a specific company or service



What is Customer Journey?

The buyer's journey is the entire buying experience from pre-purchase to post-purchase. It covers the path from the customer's awareness of an existing pain point to becoming a product or service user.

In other words, buyers don't wake up and decide to buy on a whim. They go through a process to consider, evaluate, and decide to purchase a new product or service.

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The customer journey refers to your brand's place within the buyer's journey: that is, **the customer touchpoints** where you will meet your customers as they go through the stages of the buyer's journey.

When you create a customer journey map, you're taking control of every touchpoint at every stage of the journey, instead of leaving them up to chance

Customer Journey Stages?

There are 5 phases that customers go through when interacting with a brand or a product: Awareness, Consideration, Decision, Retention, and Loyalty



1. Awareness Stage

In the awareness stage, customers have realized that they have a problem and a pain point to solve.

At this point, a customer may not yet know that they need a product or service, but they will begin doing research either way.

During this stage of the customer journey, brands deliver **educational content** to help customers diagnose a problem and offer potential solutions. The aim is to help customers navigate their new pain point, not encourage a purchase.

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1. Awareness Stage

Educational content include:

- How-to articles and guides
- General whitepapers
- General ebooks
- Free courses

Educational content may **be delivered via** customer touchpoints such as:

- ☐ Your blog
- ☐ Social media
- ☐ Search engines

Customer Journey Stages?

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2. Consideration

In the consideration stage, customers have done enough research to realize that they need a product or service.

At this point, they begin to compare brands and their offerings.

During this stage of the customer journey, brands deliver **product marketing content** to help customers compare different offerings and, eventually, choose their product or service. The aim is to help customers navigate a crowded solution marketplace and move them toward a purchase decision

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2. Consideration Stage

Product marketing content include:

- Product listicles
- Product comparison guides and charts
- Product-focused white papers
- Customer success stories or case studies

Product marketing content **delivered via** customer touchpoints such as:

- ☐ Your blog
- ☐ Your website
- ☐ Search engines
- ☐ Social media
- ☐ Conferences

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3. Decision Stage

In the decision stage, customers have chosen a solution and are ready to buy.

During this stage, brands deliver a seamless purchase process to make buying their products as easy and simple as possible.

No more educational or product content at this stage — it's all about getting customers to make a purchase. That means you can be more direct about wanting customers to buy from you

Customer Journey Stages?

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3. Decision Stage

"Decision-stage content include:

- Free demos
- Free consultations
- Product sign-up pages
- Pricing pages
- Product promotions (i.e "Sign up now and save 30%")

Decision-stage content may be delivered via customer touchpoints such as:

- ☐ Your website
- ☐ Search engines
- ☐ Email

Direct selling exhibitions

Customer Journey Stages?

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4. Retention Stage

the retention stage, customers have purchased a solution and stay with the company they purchased from, as opposed to leaving for another provider.

During this stage, brands provide an excellent **onboarding experience and ongoing customer service** to ensure that customers don't churn

Customer Journey Stages?

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4. Retention Stage

Retention-stage strategies include:

- Providing a dedicated customer success manager
- Making your customer service team easily accessible
- Creating a knowledge base in case customers ever run into a roadblock

Retention-stage strategies may be delivered via customer touchpoints such as:

- ☐ Your website
- ☐ Live chat
- ☐ Email
- ☐ Social media

Customer Journey Stages?

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5. Loyalty Stage

In the loyalty stage, customers not only choose to stay with a company — they actively promote it to their family, friends, and colleagues.

The loyalty stage can also be called the advocacy stage.

During this phase, brands focus on **providing a fantastic end-to-end customer experience**, from your website content to your sales reps, from your social media team to your product's UX.

Most importantly, customers become loyal when they've achieved success with your product — if it works, they will likely recommend your brand to others

Customer Journey Stages?

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5. Loyalty Stage

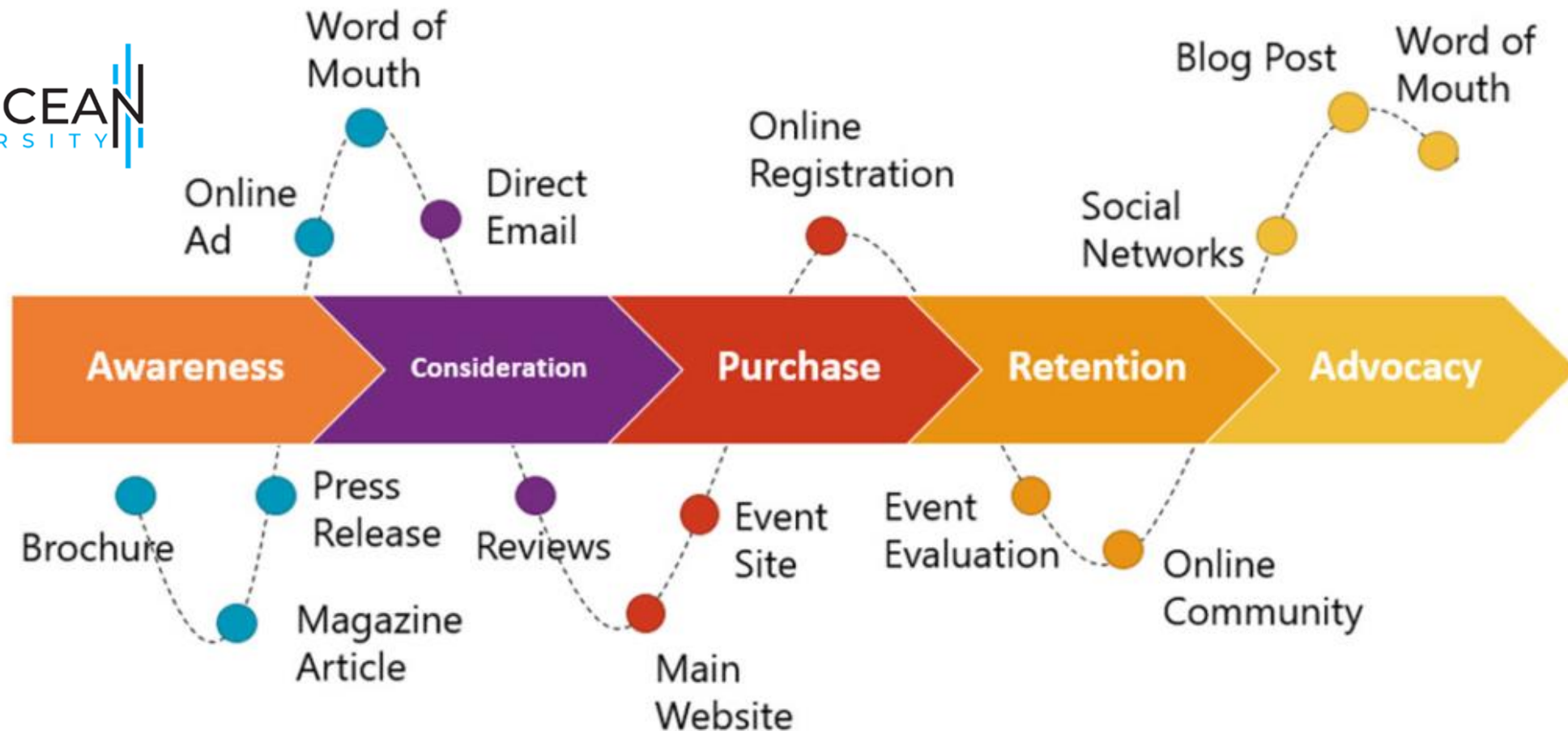
Loyalty-stage strategies include:

- Having an easy-to-navigate website
- Investing in your product team to ensure your product exceeds customer expectations
- Making it easy to share your brand with others via a loyalty or referral program
- Providing perks to continued customers, such as discounts

Loyalty-stage strategies may be delivered via customer touchpoints such as:

- ☐ Your website
- ☐ Email
- ☐ Social media
- ☐ Your products

To find out whether your customers have reached the loyalty stage, it's advisable to carry out a **Net Promoter Score survey**, which asks one simple question: "On a scale of 0 to 10, how likely are you to recommend us to a friend?"

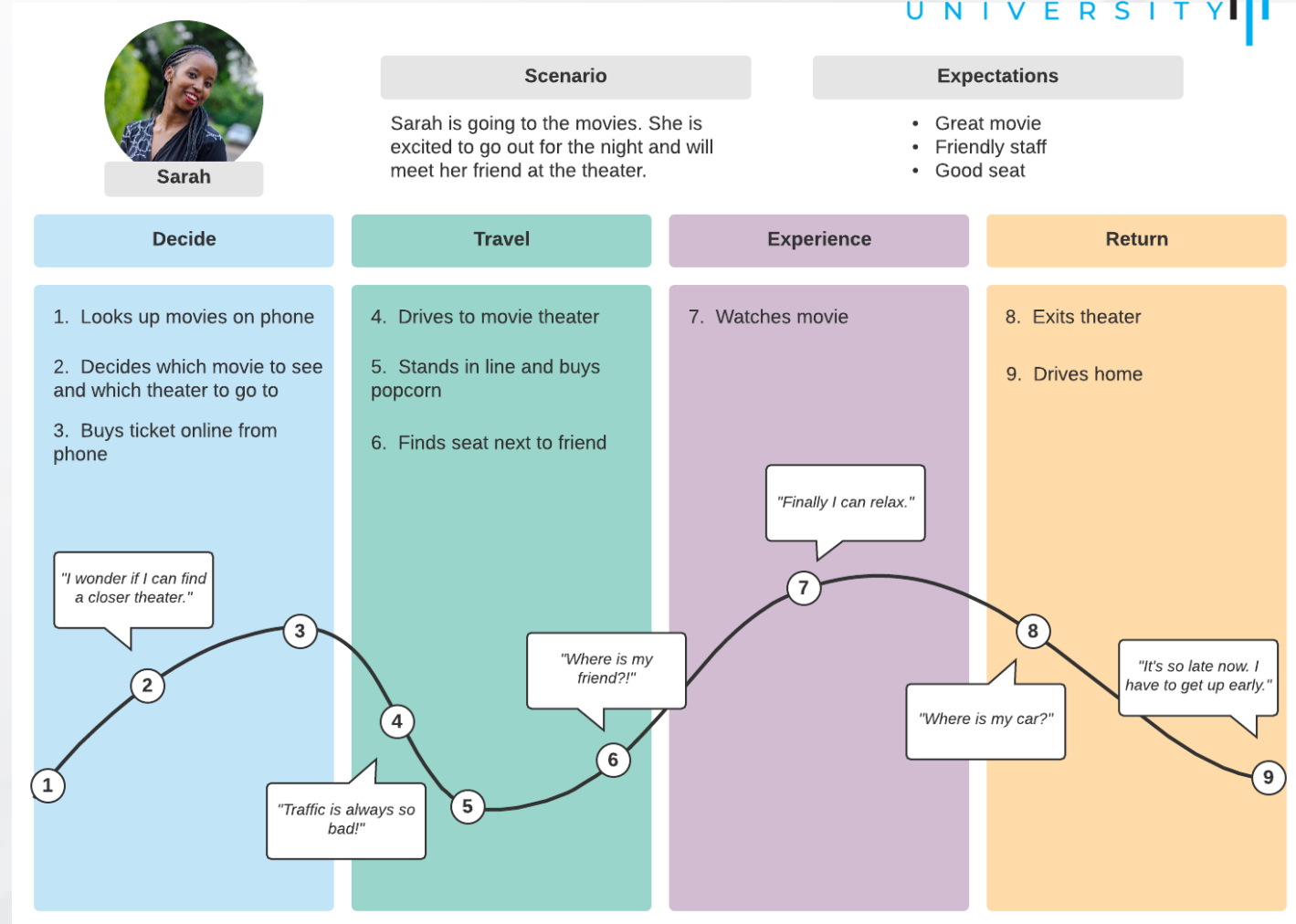


Customer Journey MAP

A customer journey map is a visual representation of the customer's experience with a company.

It also provides insight into the needs of potential customers at every stage of this journey and the factors that directly or indirectly motivate or inhibit their progress.

The business can then use this information to improve the customer's experience, increase conversions, and boost customer retention.



Customer Journey Map

What's included in a customer journey map?

1. The Buying Process

2. Emotions

3. User Actions

4. User Research

5. Solutions

you can keep it simple by creating broad categories using the typical buying journey process stages — awareness, consideration, and decision — and mapping them horizontally

Customer Journey: Buyer's Journey	Awareness Stage	Consideration Stage	Decision Stage
What is the customer thinking or feeling?	[Your info here]	[Your info here]	[Your info here]
What is the customer's action?	[Your info here]	[Your info here]	[Your info here]
What or where is the buyer researching?	[Your info here]	[Your info here]	[Your info here]
How will we move the buyer along his or her journey with us in mind?	[Your info here]	[Your info here]	[Your info here]

2. Emotions

Whether the goal is big or small, it's important to remember your customers are solving a problem. That means they're probably feeling some emotion — whether that is relief, happiness, excitement, or worry.

Adding these emotions to the journey map can help you identify and mitigate negative emotions and the pain points that cause them.

3. User Actions

This element of the customer journey map details what a customer does in each stage of the buying process. For example, during the problem-awareness stage, customers might download ebooks or join educational webinars.

Essentially, you're exploring how your customers move through and behave at each stage of their journey.

4. User Research

Similar to the section, this element describes what or where the buyer researches when they are taking action.

More than likely, the buyer will turn to search engines, like Google, to research solutions during the awareness stage. However, it's important to pay attention to what they are researching so you can best address their pain points.

5. Solutions

As the final element in your customer journey map, solutions are where you and your team will brainstorm potential ways to improve your buying process so that customers encounter fewer pain points as they journey

Customer Journey MAP

How often should you update your customer journey map?

Your map should be a constant work in progress.

Reviewing it monthly or quarterly will help you identify gaps and opportunities for further streamlining your customer journey.

Use your data analytics along with customer feedback to check for any roadblocks.

Keep all stakeholders involved in this process, which is why you should consider visualizing your maps in a collaborative tool such as Google Sheets.

Additionally, consider having regular meetings to analyze how new products or offerings have changed the customer journey.

1

Select a Portion of the Lifecycle

- This is the foundation on which each behavior line is built

- Select a portion of the lifecycle that relates well to the persona(s) you have selected
- Aim for enough detail for roughly 15-25 steps on the behavior line (so it will span an 8' board)
- Scenarios can span more than one board but our recommendation is to have a discrete scenario on each board



DISCUSSION - Business Metrics



Need Phase – Organization's Perspective:

“When a customer has a need for a product or service, are they aware of our brand?”

Example

KPI

ADVERTISING
REACH AND
FREQUENCY

Example Financial

Measure

RETURN ON
ADVERTISING
SPEND

ACTIVITY – Business Metrics



Research Phase – Organization's Perspective:

"When a customer begins their research, do they know our products or services could meet their needs?"

Example KPI

INTERACTION
RATE

Example Financial Measure

NUMBER OF
OPPORTUNITIES

ACTIVITY – Business Metrics

Select Phase – Organization's Perspective:

"What did our customer select, and how does it contribute to a financial benefit for us?"



Example KPI

UP-SELL /
CROSS-SELL
RATE

Example Financial Measure

AVERAGE ORDER
SIZE

ACTIVITY – Business Metrics



Purchase Phase – Organization’s Perspective:
“How effective were we at getting our customers to convert?”

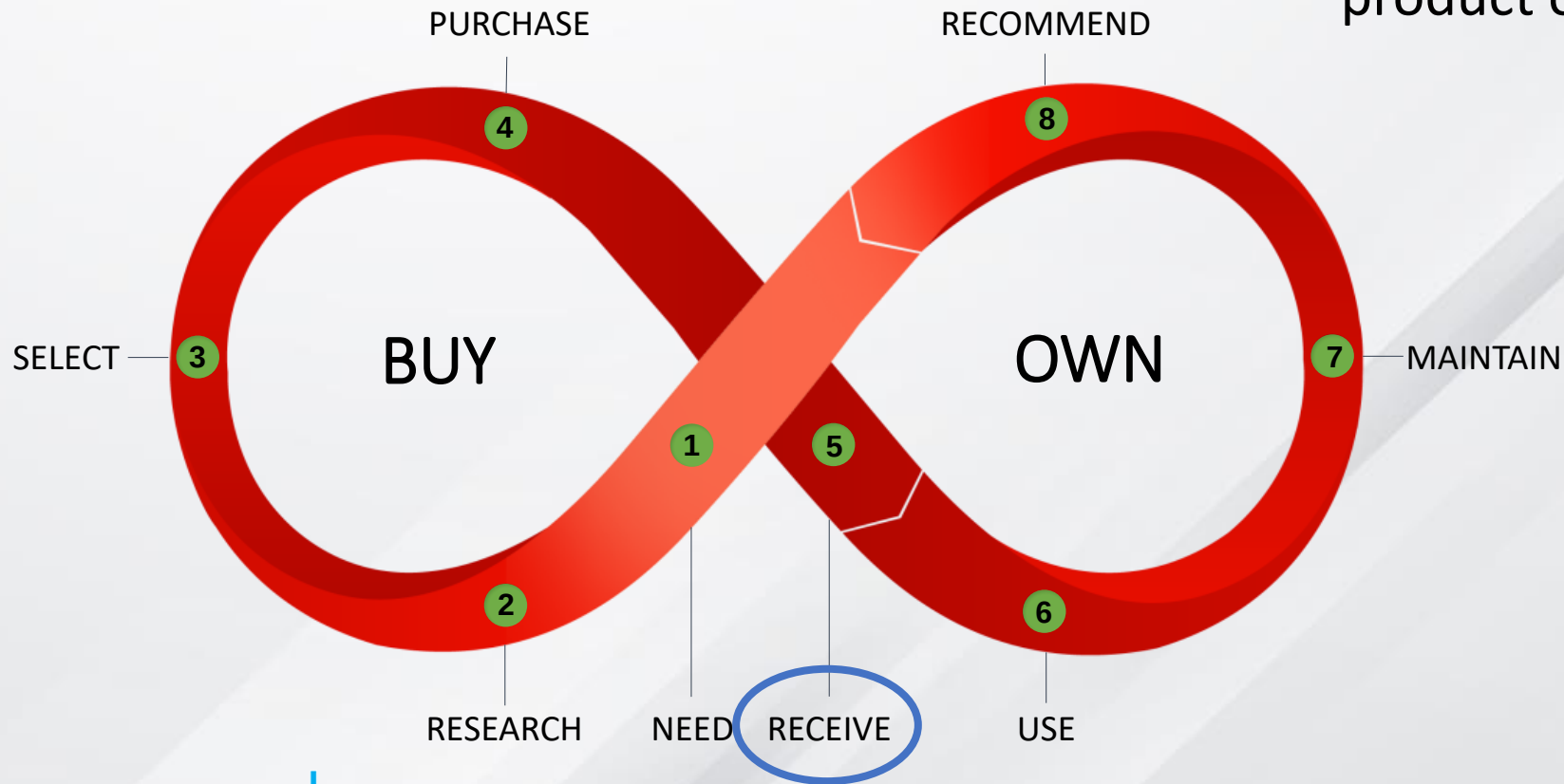
Example KPI

**CART
ABANDONMENT
RATE**

Example Financial Measure

**REVENUE PER
TRANSACTION**

ACTIVITY – Business Metrics



Receive Phase –
Organization’s Perspective:
“How efficiently and effectively did we deliver our product or service?”

Example KPI

**AVERAGE
DELIVERY TIME**

Example Financial Measure

**DELIVERY COST
PER
TRANSACTION**

ACTIVITY – Business Metrics

Use Phase – Organization's Perspective:

"How are our customers using our products or services?"



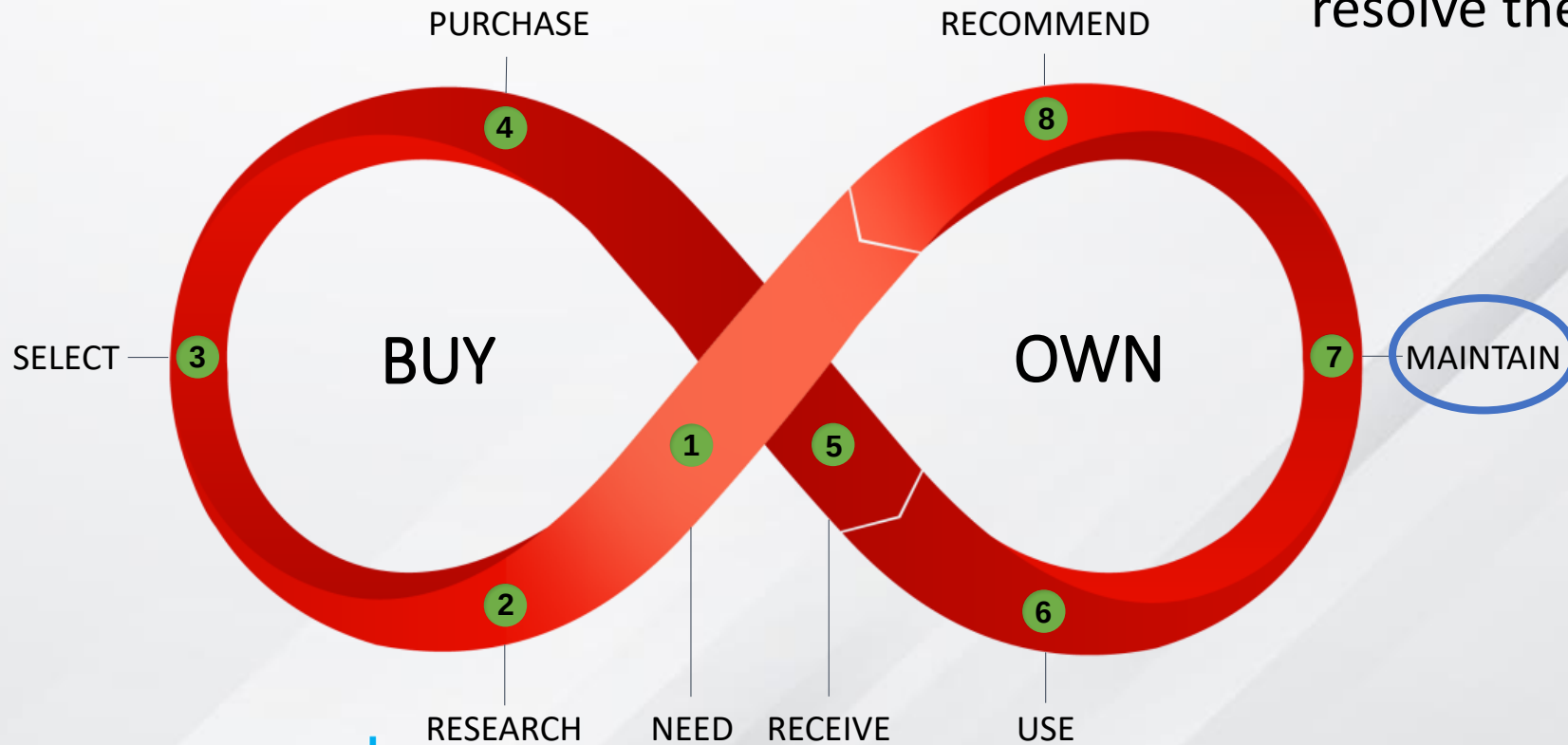
Example KPI

RATE OF ADOPTION

Example Financial Measure

VOLUME OVER TIME

ACTIVITY – Business Metrics



Maintain Phase – Organization’s Perspective:
“Are we making it easy and effortless for customers to resolve their issues?”

Example KPI

SELF-SERVICE RATE

Example Financial Measure

COST PER CHANNEL

ACTIVITY – Business Metrics



Recommend Phase – Organization’s Perspective:
“How likely is it our customers will become advocates of our brand?”

Example KPI

REVENUE PER
REFERRED
CUSTOMER

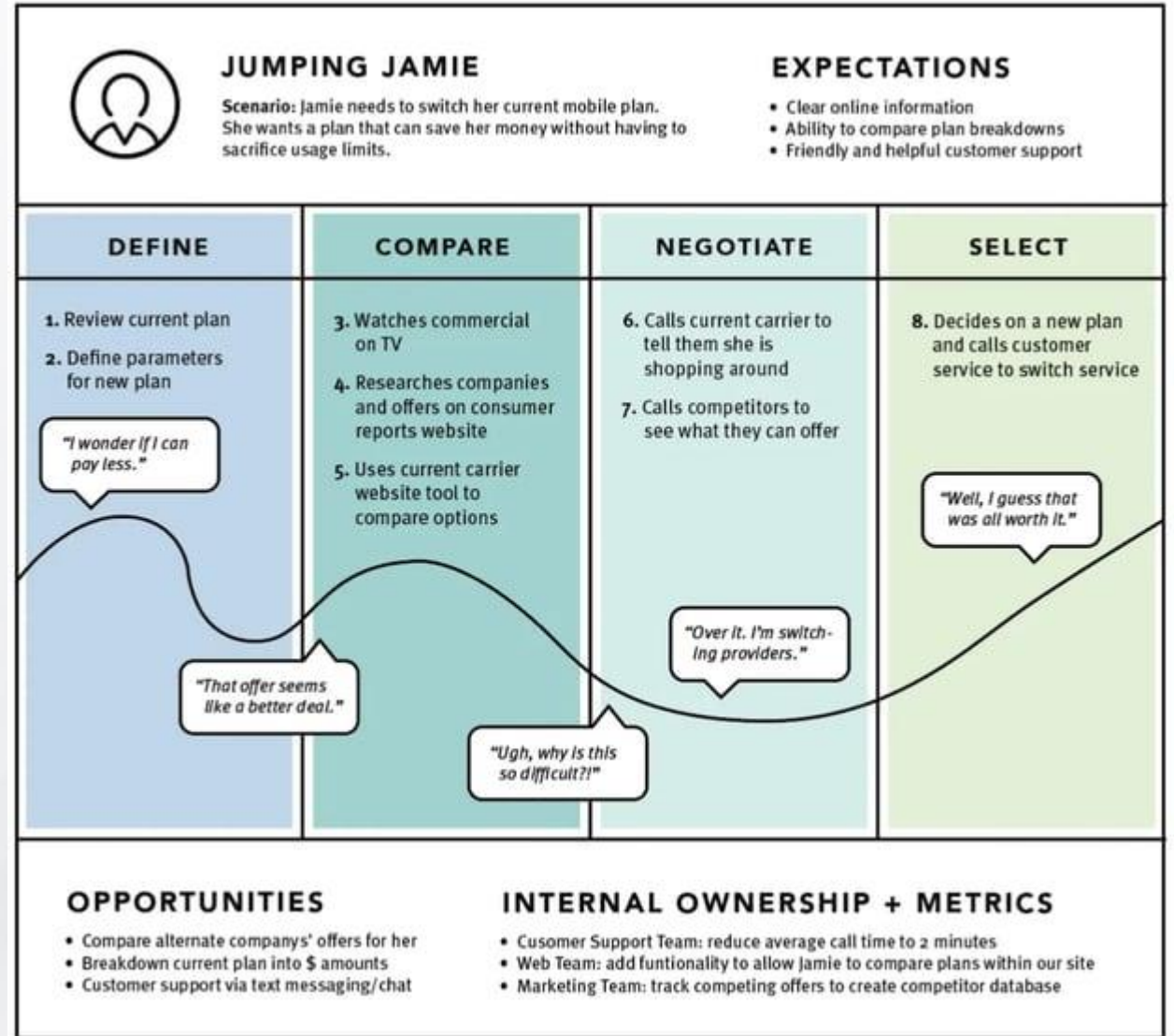
Example Financial Measure

CUSTOMER
CHURN RATE

Types of Customer Journey MAP

Current State

These customer journey maps are the most widely-used type. They visualize the actions, thoughts, and emotions your customers currently experience while interacting with your company. They are best used for continually improving the customer journey



Types of Customer Journey MAP

Day in the Life

These customer journey maps visualize the actions, thoughts, and emotions your customers currently experience in their daily activities, whether or not that includes your company.

This type gives a broader lens into your customers' lives and what their pain points are in real life.

Day-in-the-life maps are best used for addressing unmet customer needs before customers even know they exist.

Your company may use this type of customer journey map when exploring new market development strategies

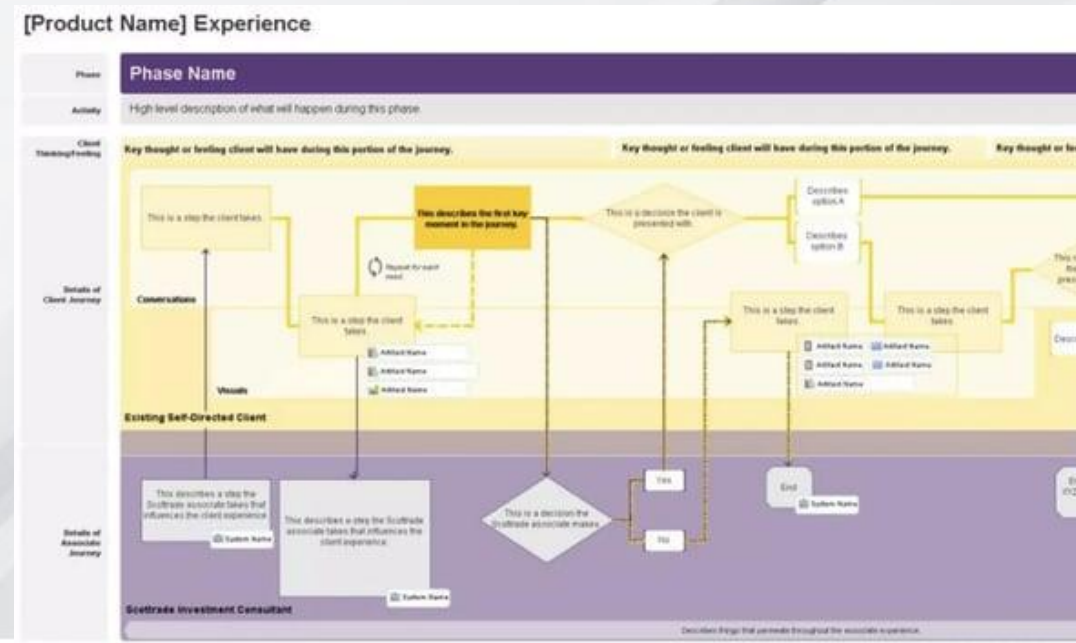
Types of Customer Journey MAP

Future State

These customer journey maps visualize what actions, thoughts, and emotions your customers will experience in future interactions with your company.

Based on their current experience, you'll have a clear picture of where your business fits in.

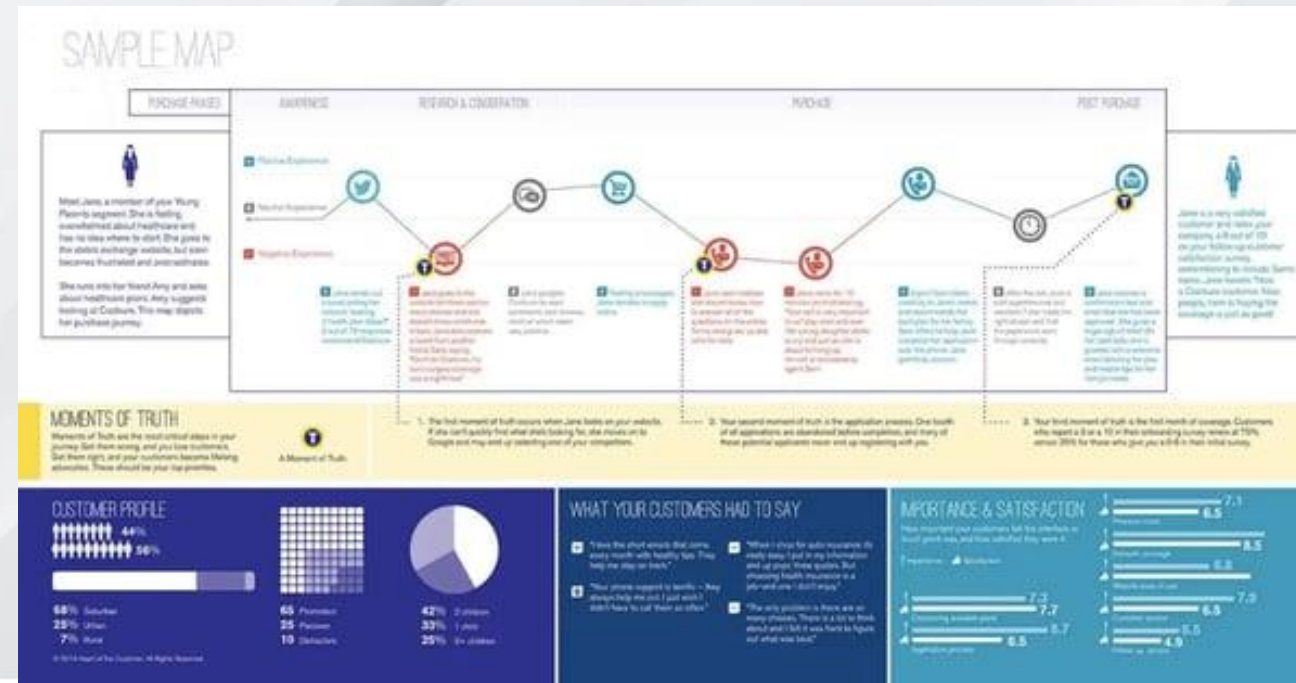
These maps are best used for illustrating your vision and setting clear, strategic goals



Types of Customer Journey MAP

Service Blueprint

These customer journey maps begin with a simplified version of one of the above map styles. Then, they layer on the factors responsible for delivering that experience, including people, policies, technologies, and processes. Service blueprints are best used to identify the root causes of current customer journeys or the steps needed to attain desired future customer journeys.



Conclusion:

Breaking down the customer journey phase by phase, aligning each step with a goal, and restructuring your touchpoints accordingly are essential steps toward maximizing customer success.

After all, everything you do should be about solving customer problems and helping them achieve long-term success with your product or service

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Customer

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Thank You

