

EXAMPLE CUSTOMER EXPERIENCE MAP

As the group fills in each lane, the discoveries unfold.
The last lane is key: Conclude with specific improvements.

4 Have participants use sticky dots to mark where improvement is needed most.

1 Write the major steps of the process. Include approximate times.

Our process



2 days



1-5 days



0.5 day



2-3 days



up to 2 weeks



1 day

2 Note what the customer is doing at each stage.

What the customer is doing



3 Step into the customer's shoes. What are they thinking, feeling, wondering?

What the customer is thinking and feeling



5 Use your insights to identify improvements.

Improvements

