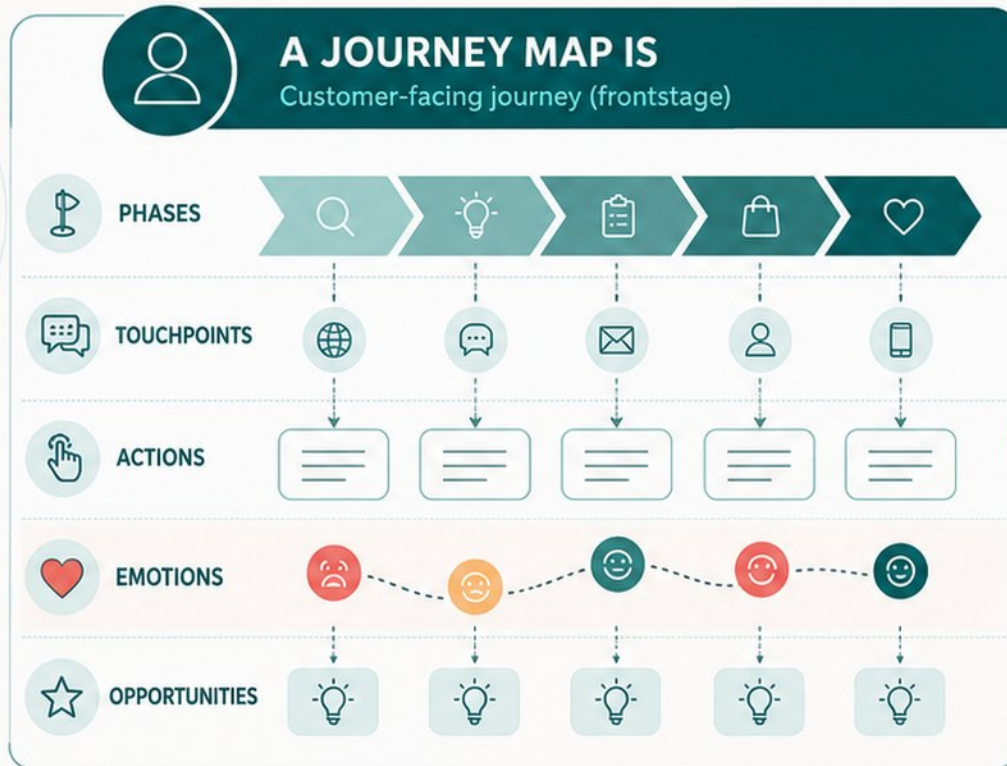


Introduction to **Customer Journey Mapping:** From Touchpoints to Actionable Insight

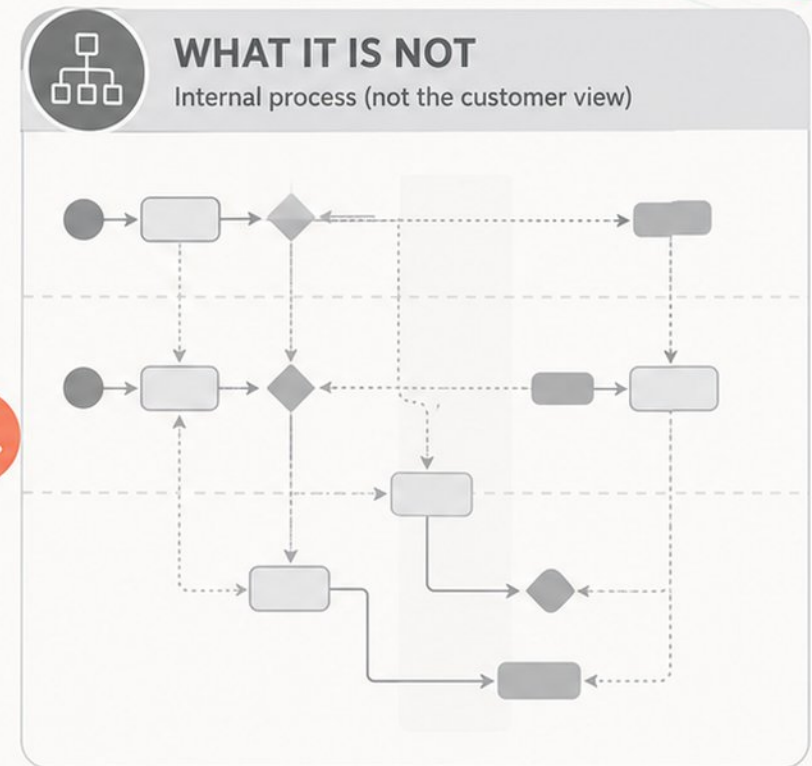


- ✓ Map touchpoints, problems, and needs across the full journey—first contact to follow-up.
- ✓ A visual story of what customers do, think, and feel organized by stages.
- ✓ Aligns marketing, sales, product, and support around one shared customer reality.
- ✓ Journey improvements deliver 10–15% revenue lift and 15–20% lower cost-to-serve.
- ✓ Practical end-to-end mapping process you can apply immediately.

What a Journey Map Is—and What It Is Not



VS.



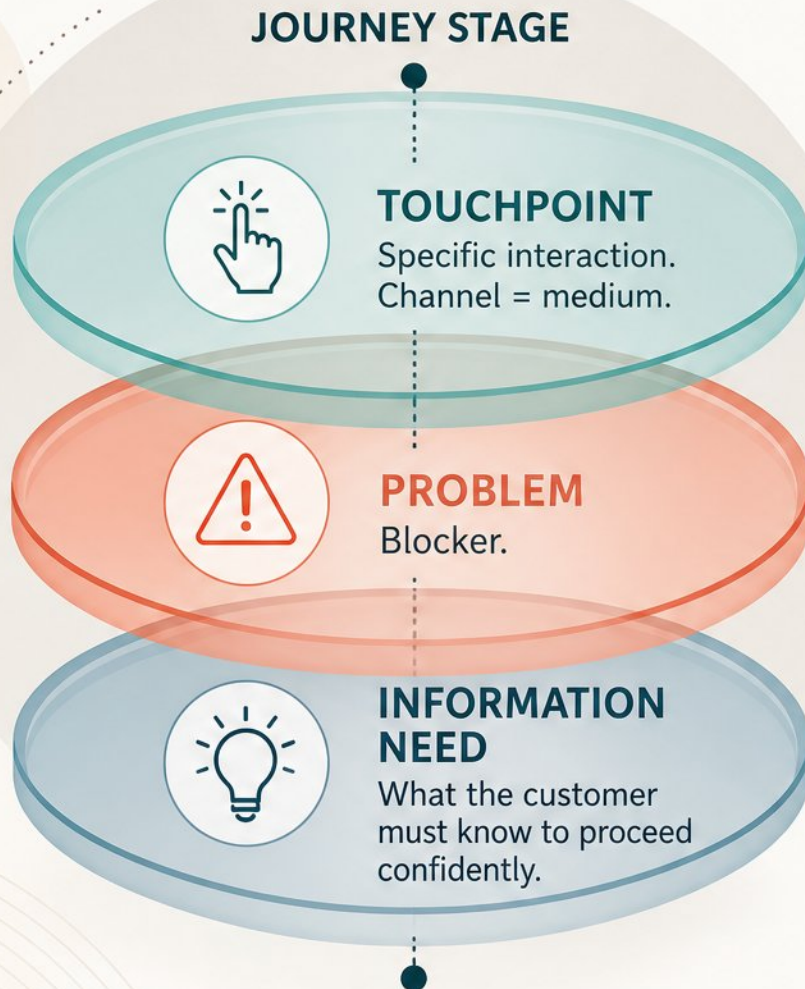
- A visual timeline linking stages, touchpoints, actions, and emotions
- Frontstage view from the customer's perspective, not internal process
- One persona, one scenario, one goal per map
- Not a funnel or a service blueprint: evidence-based journey first
- Five components: actor, scenario, phases, actions/emotions, opportunities

Why Evidence Beats Assumptions

- Internal assumptions unvalidated by customers are the most risky map inputs.
- Minimum evidence: 8–12 interviews, one quantitative signal per stage, 2 frontline reviews.
- Qualitative reveals why customers struggle; quantitative shows how many are affected.
- Label assumption-based cells; validate within 30 days.
- Real data turns gut feeling into stakeholder-proof evidence.

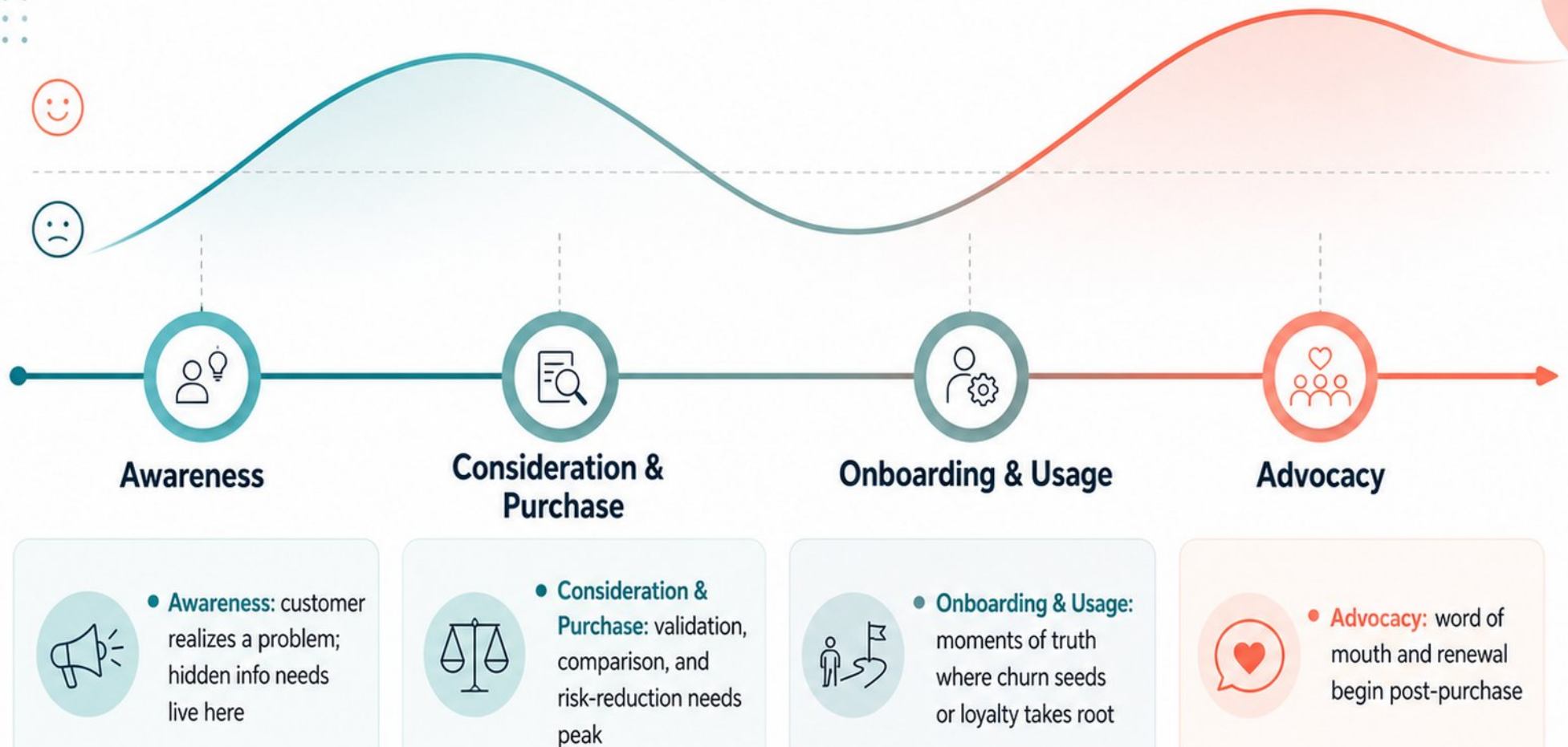


The Core Framework: Stages, Touchpoints, Problems, and Information Needs



- At every stage, map the touchpoint, the problem, and the information need
- Missing any layer hides friction drivers or information gaps
- Touchpoint = specific interaction. Channel = medium
- Problem = blocker. Information need = what the customer must know to proceed confidently
- Example: document-upload pain point with unclear file-format requirements

Journey Stages: From First Contact to Advocacy



- **Scope** by picking the stages that matter most for the business goal

Identifying Every Touchpoint—including the Ones You Miss

- Direct touchpoints: website, sales calls; indirect: reviews, peer chats; invisible: stalled security checks.
- Surface touchpoints via interviews, CRM tickets, session recordings, and frontline workshops.
- Inventory every specific interaction within each channel—don't just label 'email' or 'website.'
- Tag ownerless touchpoints: they represent where the experience quietly deteriorates.
- Common blind spots: browse-to-buy pauses, post-cancel comms, review sites, social threads.



Uncovering Real Customer Problems and Pain Points

- Pain points: gaps between customer expectation and reality
- Friction, frustration, dealbreakers: three pain point categories
- Capture expectation, reality, emotion, and the actual quote
- Map pain points to exact touchpoints—never vague generalities
- Focus on moments of truth: onboarding, first resolution, renewal



Mapping Information Needs at Every Stage



- **Information needs:** what customers must know to move forward confidently



- **Four categories:** validation, comparison, reassurance, and instruction



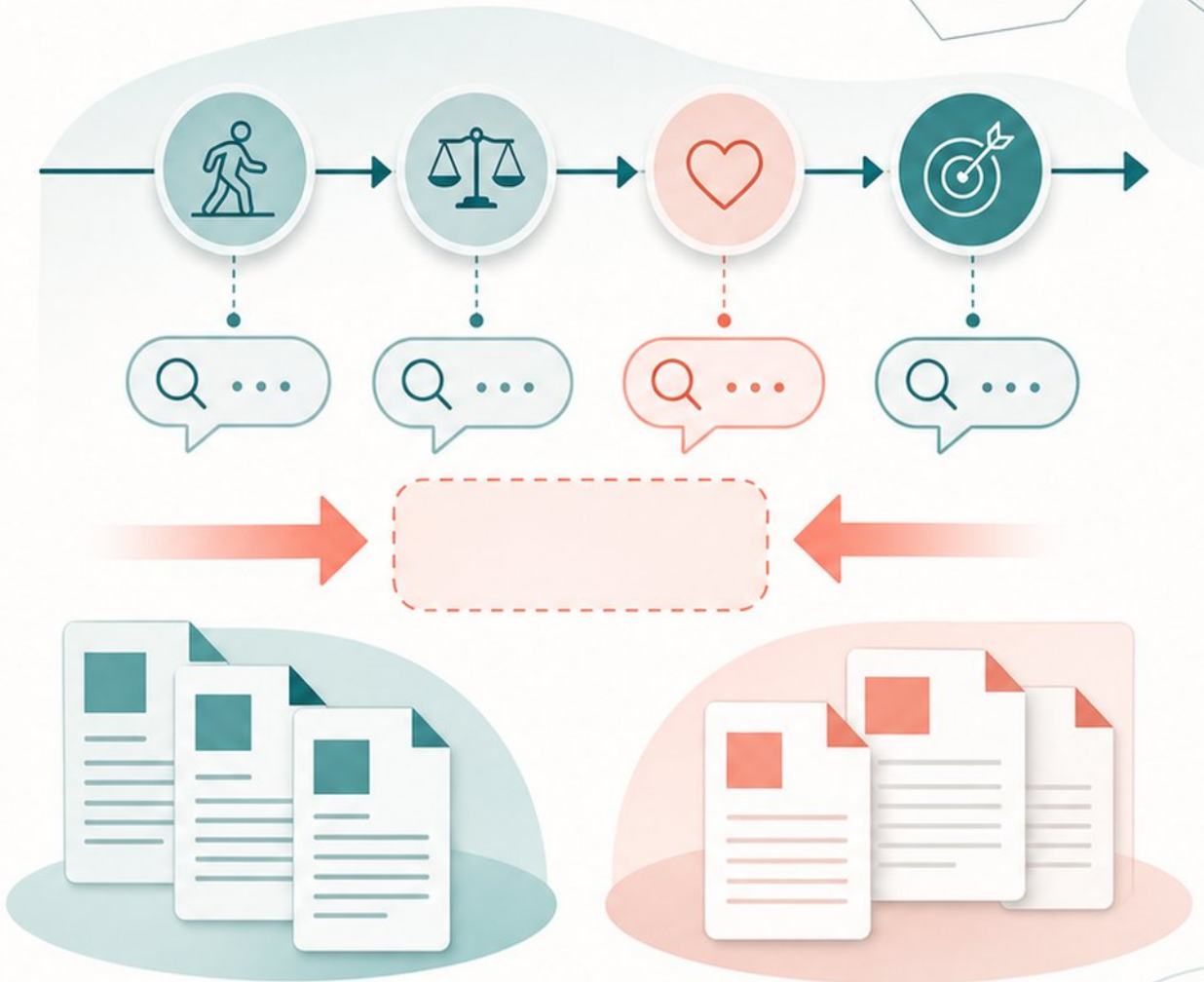
- Unstated needs *surface* through behavioral drops and support-ticket themes



- The gap between published content and actual customer searches drives the highest ROI



- Deliver the right detail at the right time on the customer's preferred channel



Focusing the Scope: One Persona, One Journey



Elena

DEMAND-GENERATION
MANAGER



Role

Leads demand generation and growth programs.



Goals

Drive qualified pipeline and achieve first-value quickly.



Criteria

Meets strategy, integrates easily, proves value, scales efficiently.



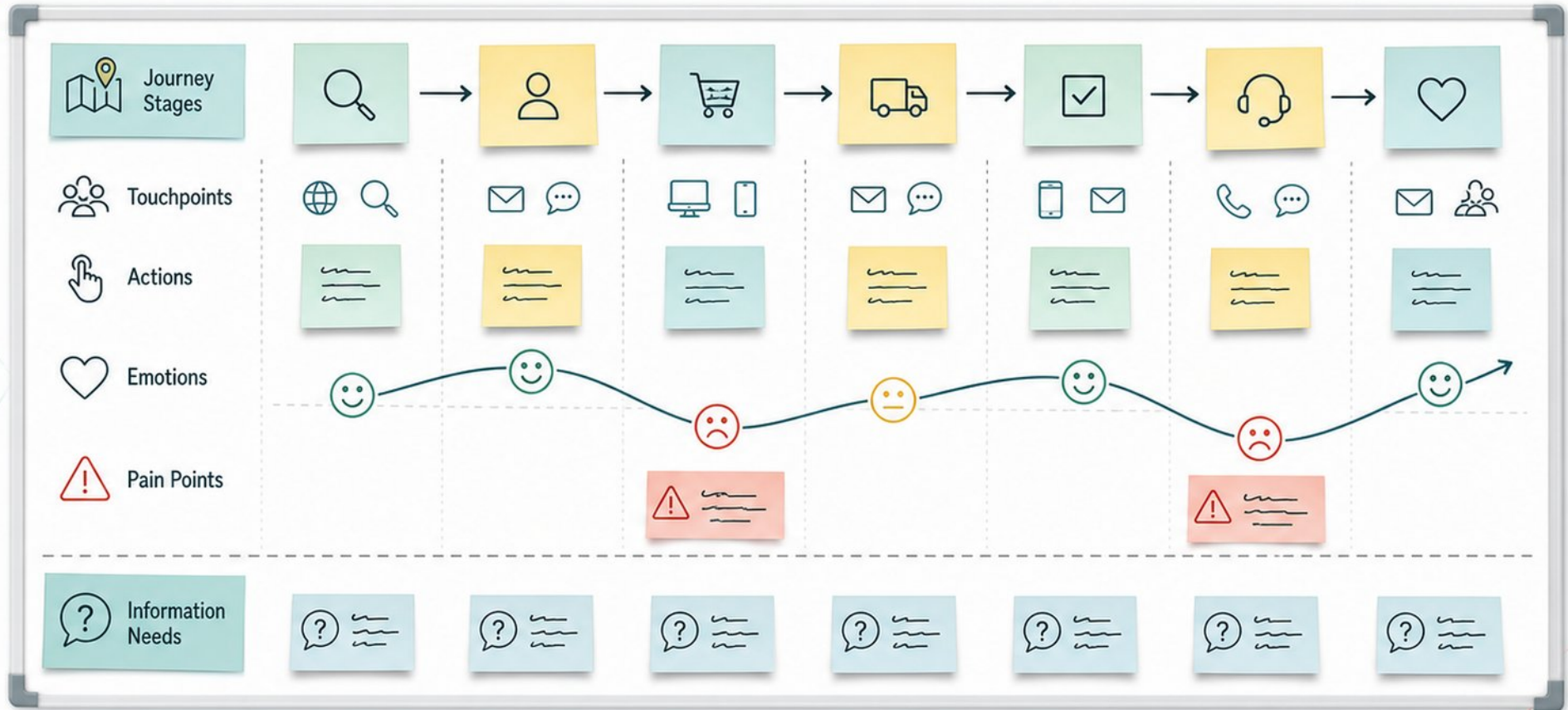
Constraints

Limited budget and team, competing priorities, time to impact.



- Biggest failure: trying to map all customers and all scenarios at once
- One map = one persona + one end-to-end journey + one detail level
- Define the persona using real data: role, goals, criteria, constraints
- Example: Elena, demand-gen manager evaluating tools to first-value realization
- Broader coverage lives in a portfolio of focused maps, not one mega-map

Building the Map: Step-by-Step Workshop Approach



- ✓ Plot 5–9 journey stages left to right for clean, readable structure
- ✓ Layer in touchpoints, actions, and pain points; highlight the low-emotion dips
- ✓ Add information needs as a distinct row—make hidden questions visible
- ✓ Mix people: Support knows the truth, Sales sees what blindsides deals
- ✓ Score findings by frequency × pain × revenue before you pack up

Validating the Draft Map with Real Customers



- Workshop output is a draft hypothesis, not a finished artifact



- Interview 5–8 customers per stage; ask them to walk through the step



- Label validated data and assumptions so stakeholders know what to trust



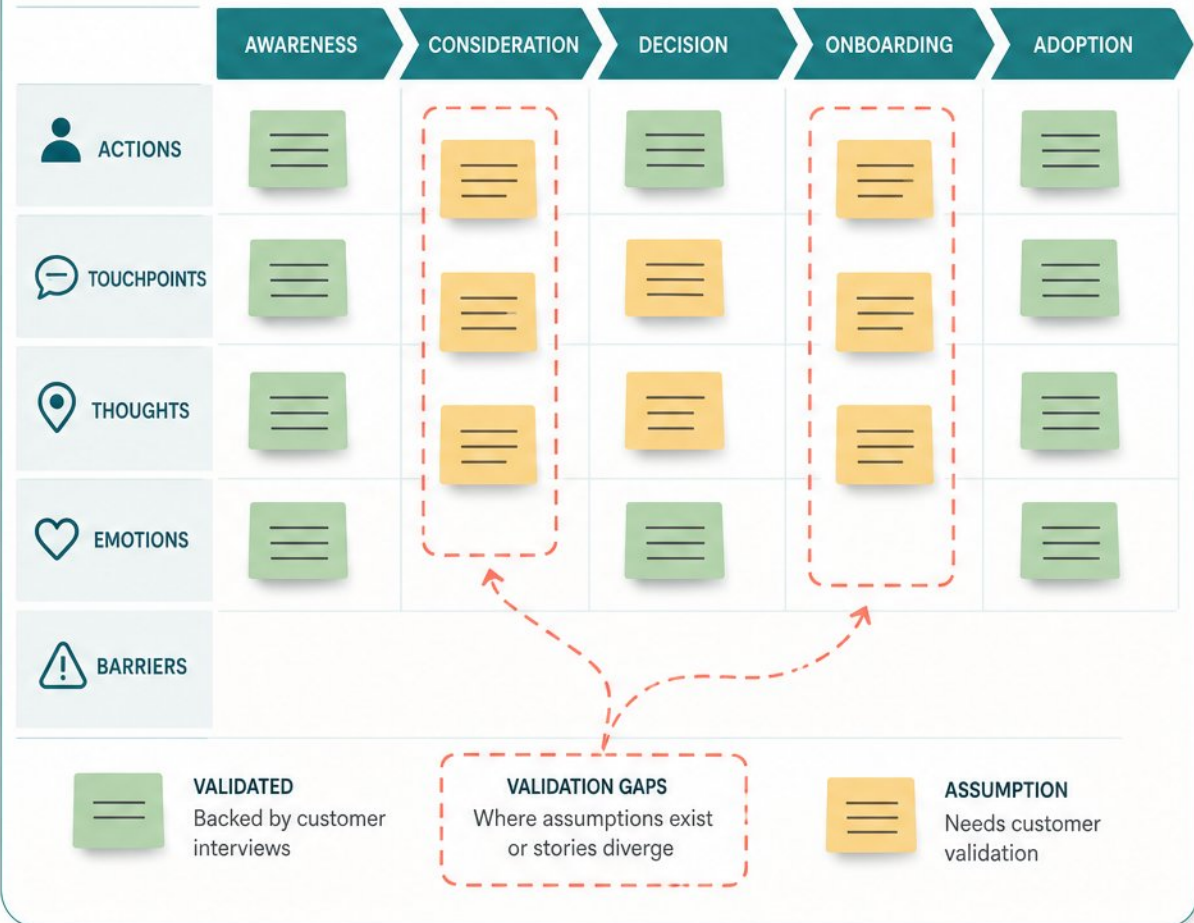
- Where customer stories diverge from your map is your richest finding



- Update the map before sharing; validation is your highest-leverage step



JOURNEY MAP (DRAFT)



From Map to Action: Prioritization and Ownership



- Assign owners to top-5 pain points with measurable check-in dates



- Prioritize by frequency $\times$ severity $\times$ revenue impact

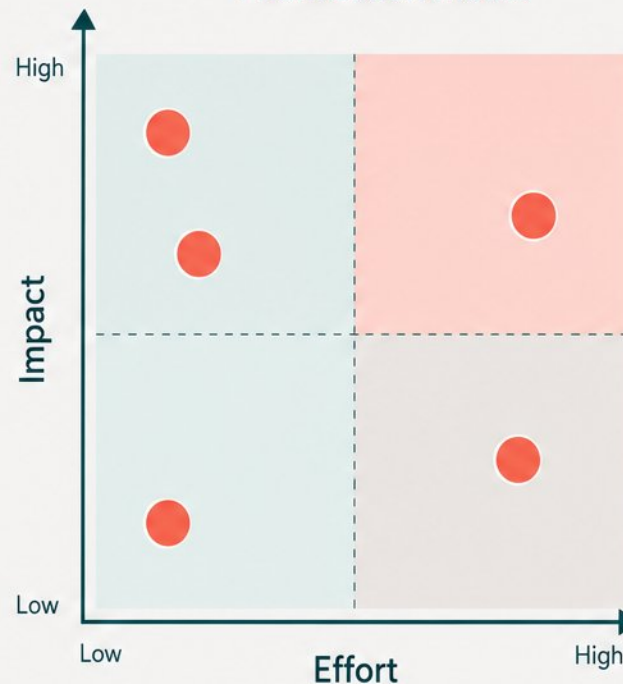


- Target quick wins: broken handoffs, missing self-service info



- Connect findings to product roadmaps and content plans

Prioritization Matrix



Ownership



Check-in Date:



Check-in Date:



Check-in Date:



Check-in Date:



Check-in Date:

Tools and Formats That Fit Your Context



- Use collaborative whiteboards (Miro, MURAL) or simple spreadsheets for fast, accessible maps.



- Match format to audience: executive matrix, service swim-lane, or storytelling timeline.



- Templates accelerate drafts, but always customize stages, rows, and detail level.



- Store maps visibly and updatable—never bury them in a static PDF.



- Maintain quarterly for active journeys; update immediately after product launches or research.



Avoiding the Most Common Pitfalls



Map customer stages, not internal processes; use their perspective



See the journey through their eyes.



Label every assumption; validate with customers within 30 days



Test assumptions fast and learn from real customers.



Cover pre-purchase through advocacy, never skip post-purchase



Support the full journey and earn advocacy.



Capture verbatim quotes and draw the emotion curve explicitly



Bring customer voice and emotions to life.



Treat the workshop as input: assign 3-5 decisions with owners within 90 days

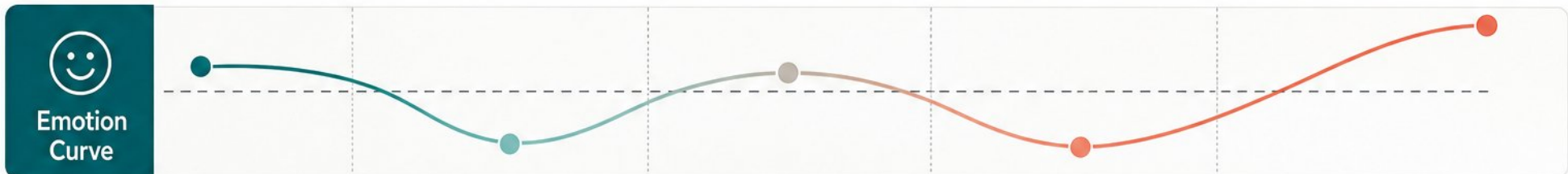
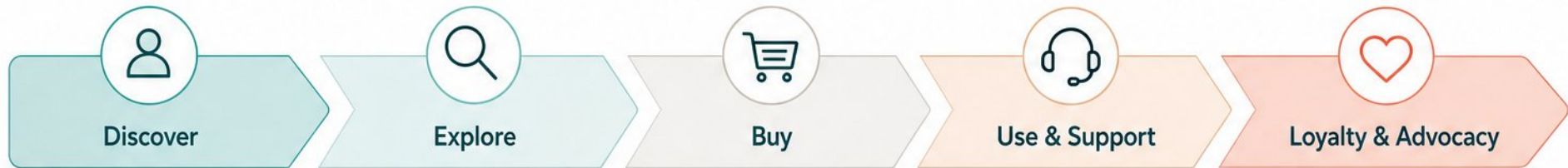


Turn insights into clear decisions and ownership.



Embedding Journey Thinking into Operations

- Assign a journey owner and set quarterly reviews
- Link maps to OKR planning and roadmap reviews
- Track per-touchpoint and journey-level metrics
- Use platforms that connect data to delivery backlogs
- Pilot one high-impact journey, prove ROI, then scale



Your First Mapping Action and Next Steps



- Define one persona and scenario this week



- Sketch an assumption-based strawman for quick validation



- Select one touchpoint and one journey-level metric



- Assign an owner and a 30-day review checkpoint



- Map value comes from changed decisions, not a PDF



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