

Cheat sheet: What's what on the customer journey map

Want a reminder of what to put into each section of the customer journey map? Here's a short overview of what's what in your customer journey map.

Touchpoints

At the top of this section, define which phases your customer goes through. If you're not sure, you can usually go for 3 phases: before service delivery, during service delivery, and after service delivery.

Touchpoints are moments when there is contact between you and your customer, or when your customer might have expected contact, but didn't get it. This also includes anytime your customer tries unsuccessfully to get in touch with you, or the other way around.

Means of communication

For each touchpoint, indicate what means of communication is generally used. This helps you find out whether you're missing out on opportunities for meaningful communication.

Emotional scores

Would you say your customers experience negative or positive emotions at each touchpoint? Plot your customer's emotional journey with dots or emoji's and draw a line between the different touchpoints. This shows you obvious highs and lows in your customer's experience.

Emotion text

Specify the positive and negative emotions your customer experience. Think of words such as relieved, optimistic, disappointed or anxious.

Pain points

What's actually causing a negative experience at any given point? Write down the underlying problems you suspect for each touchpoint where you attached a negative emotion.

Opportunities

What can you improve based on the customer journey you've mapped? In this section, write down solutions for pain points.

1 Touchpoints

Before service delivery ←

→ After service delivery

2 Means of communication

3 Emotion scores

Emotion text

4 Pain points

5 Opportunities

Before service delivery



After service delivery

Add sticky notes with touchpoints here

Means of communication

Write down or draw icons for how you communicate

Plot your emotions graph with happy emotions in the top row.

Write down corresponding emotions

4 Pain points

Write down what causes negative emotions

