Purpose:

Visualize and analyze the journey on which a customer or user embarks around the use of a product or service. You might also create a product journey map, an employee journey map, etc. depending on what you are studying.

Steps:

1. Review all your data from the observation or interview of a particular individual. You may work on building this while in the field.

2. Create a timeline for that day (or other amount of time such as going to a movie or purchasing a new car) of a user by going through all the steps in the day of a specific person(s) to help identify needs, pain points and gaps. Write down all the data related to this experience organized in chronological order.

   Tip: be comprehensive within the variables you choose to capture since you do not know yet what may be meaningful

3. Identify need, gap and pain points

4. Do the same with other users, or...

5. Alternatively you may not want to build one for each user, but instead may collect data across users to build the map. You could build a different one for each customer segment.

6. Compare and contrast. Look for patterns and anomalies across the maps.
"A Day in a Life" aka Customer Journey Map (con't)

**Outcome:**
A timeline describing the steps in a day (or other time period)

**Variation:**
Apply the same steps to other specific events that need to be mapped chronologically to better understand them

- e.g., Product Journey Map to understand how, where, when it is used.
- e.g., Process Flow Diagram or Swim Lane Diagram to see steps in a process and participants in those steps.

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**Airline Customer Journey Map**

Building a customer journey implies the observation of the user experience and the representation of that experience through its touchpoints. This is a rough sketch used for the construction of a customer journey map. The starting point is the identification of the touchpoints as the elements of the service interface that establish the relation between the user and the organization. The touchpoints can be physical, virtual or human. The user experience is obtained by connecting the different touchpoints in a sequence. (From Service Design Tools http://www.servicedesigntools.org)