

How to Create an Effective Customer Journey Map

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Getting into the minds of your customers can be challenging. Once you think you've got their every want and need accounted for, new technology, preferences, and buying trends emerge.

You may wonder why a customer spends so long browsing your selection and adding products to their cart just to close the tab, or why it's taking your customers several steps to get from point A to point B when it should only take one.

Whatever the confusion may be, the root cause is that you most likely don't have a clear grasp of the customer's journey to purchasing your product or service.

The customer journey is the process by which a customer interacts with a company in order to achieve a goal. Today's consumers interact with brands in ways that are tricky to pin down. From gaining awareness of a brand via social media, to receiving a "thank you for your purchase" email after a successful transaction, there are usually many and varied steps in between.

This isn't something you can assume or predict based on your internal perspective. A customer journey is very specific to the physical experiences your customers have. Thus, the best way to **understand the journeys of your customers is by asking them.**

In this post, we'll explain everything you need to know about the customer journey, including what it is and how to map it. But, if you're in a rush, you can use the links below to navigate to the exact information you're looking for.

Customer Journey Map Template Buyer's Journey HubSpot

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

A customer journey map is a visual representation of the process a customer or prospect goes through to achieve a goal with your company. The goal may be making a purchase, signing up for a newsletter, joining a loyalty program, or anything in between. With the help of a customer journey map, youâ€™ll get a better understanding of what will motivate your customers to achieve these goals.



Customer Journey Mapping

Customer journey mapping is the process of visualizing how a customer interacts with a business by mapping out the actions they take to achieve a goal. Customer journey mapping outlines key events, customer motivations, and areas of friction within their experience. Then, this information is combined into a comprehensive visual that describes a customer's typical experience with your business.

By understanding this relationship, you can structure your touchpoints to create the most effective and efficient process for your customers. A customer journey map visualizes the current process customers take, from the first to final touchpoint, to see if they're currently reaching their goals and, if not, how they can.

The customer journey can rarely be represented in a linear journey from point A to point B because buyers often take a back and forth, cyclical, multi-channel journey. This makes customer journey mapping difficult to accurately visualize.

For this reason, savvy business leaders use a variety of methods to represent the journey, from post-it notes on a boardroom wall, to Excel Spreadsheets, to infographics. The most important thing is that the map makes sense to those who'll be using it.

However, before you can dive into creating your customer journey map, you need to first collect data from your customers and prospects. The process of creating an effective customer journey map is extensive but valuable.



What's included in a customer journey map?

1. The Buying Process
2. User Actions
3. Emotions
4. Pain Points
5. Solutions

A customer journey map includes significant milestones in the customer journey. You'll begin by drafting the path your business intends for a customer to take in order to reach a goal. Using the typical buying process stages, you'll list each stage horizontally.

This element of the customer journey map details what a customer does in each stage of the buying process. They might speak with friends and family about their needs and potential ways to fulfill those needs in the awareness stage. From there, they might take a demo on your website, and then finally, they'll use cash or a debit card to make their purchase. This element explores the various ways your customers might achieve the goal.

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. If your process is long or complicated, they might feel a range of emotions at every stage. Adding these emotions to the journey map can help you mitigate negative emotions about the journey so that they don't become negative opinions about your brand.

Where there is a negative emotion, there's a pain point that caused it. Adding pain points to your customer journey map can help you identify which stage your customer is experiencing negative emotions and deduce the reason why.

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 and have positive moods as they patronize your business.

What is a touchpoint in a customer journey map?

A touchpoint in a customer journey map is an instance where your customer can form an opinion of your business. Touchpoints can be found in places where your business comes in direct contact with the potential or existing customer. A display ad, an interaction with an employee, a 404 error, and even a Google review can be considered a customer touchpoint.

Your brand exists beyond your website and marketing materials, so it's important that the different types of touchpoints are considered in your customer journey map because they can help uncover opportunities for improvement in the buying journey.



Customer journey map example



CUSTOMER JOURNEY

	RESEARCH	COMPARISON	WORKSHOP	QUOTE	SIGN-OFF
TYPICAL QUESTIONS	<ul style="list-style-type: none"> How do I make an app? What platform should I use? How much does it cost? How do I protect my idea? 	<ul style="list-style-type: none"> What should I look for in an app developer? Cost vs quality? Who have they worked with before? What are their capabilities? 	<ul style="list-style-type: none"> How do I know the app will be successful? Who will be the product owner/decision maker? 	<ul style="list-style-type: none"> How does this compare? What other business opportunities do I have? Do I really want to take this leap? How will I fund this? 	<ul style="list-style-type: none"> What else do I need to do to set up the business? When will I get my finished product?
EMOTIONS/ FEELINGS	Curious. Protective. Enthusiastic. Keen to rush in.	Discretionary. Subjective. Unsure. Weighing up pros and cons – usually focused around time, money and quality.	Eager. Inspired. Has a new comprehension of the workload required.	Revisiting prior ideas or options. Justifying their decisions with business partners or family. Validating internally that it is the right move to make.	Optimistic. Nervous/ anxious. Keen to see results ASAP.
WE NEED TO...	Be present, ensure that we are found. Give confidence in us as a company and give them reason to contact us.	Explain the process of app development, best practices and show our past success stories. Be open, honest.	Get them to really understand what is involved – that nothing is an overnight success. Establish that we will be there to guide them through the process.	Display why we are the best team for the job and justify our pricing with substantiated information. Welcome questions.	Set clear expectations. Keep them informed with relevant information. Communicate frequently. Ask for feedback on how we're doing to ensure everyone is happy and on the same page.