



Activity: Customer Journey Map

Empathize With Customers, Employees, And Other End Users

One way to develop more empathy with — and gain new insights about — your customers is to look beyond the narrow definition of your offering and consider the customer's total experience. The more broadly you define the customer experience, the more opportunities you can identify for improvement. A journey map helps you think systematically through the steps your customers — internal or external — have when they interact with your product or service. This exercise has been adapted from medium.com.

Customer Journey Map Supplies:

Participants: Solo or groups of 2 to 6 people

Time: 1–4 hours

Supplies: Whiteboard or Post-its

Customer Journey Map Instructions:

1. Choose a process or journey that you want to map.
2. Write down the steps. Make sure to include even small steps that may seem trivial. The goal is to get you to consider the nuances of the experience that you may normally overlook.
3. Organize the steps into a map. Usually we display the steps sequentially in a timeline. Your map may include branches to show alternative paths in the customer journey. You could also use a series of pictures or whatever method fits your data.
4. Look for insights. What patterns emerge? Anything surprising or strange? Question why certain steps occur, the order they occur in, and so forth. Ask yourself how you might innovate each step.
5. If possible, show the map to people familiar with the journey and ask them what you've overlooked or gotten out of sequence.

Email wyoingost@gmail.com to share your experience!

Wyoming Young Entrepreneur Pitch Challenge Handy References

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