

GInl Customer Experience Journey Map (CXJM)

INPUTS	CUSTOMER JOURNEY MAP — CURRENT STATE / TO-BE STATE							TAKE AWAYS
CUSTOMER PERSONA Characteristic profiles of the target customer, including demographics, psychographics, and pertinent lifestyle attributes.	STAGES PRELUDE Motivation & Desire - Customer Pain / Needs / Wants / Jobs / Outcomes / Constrains Thought - Customer Thinks Anticipation - Customer Expects	REALISE	EVALUATE	CHOOSE / PURCHASE	USE / RECEIVE	CLOSURE	RECONNECT	NEW POINTS OF DELIGHT MOMENTS OF TRUTH
EXPERIENCE TRIGGER What is the one goal the customer has - or event that has occurred - that has now triggered them to enter into this particular experience?	ACTIVITY / INTERACTIONS Speech - Customer Says Action - Customer Does System Response - System Does (how long does it take???... > 0.1 sec) Sensory Perception - Customer sees / feels / hears / smells / tastes Interpretation - Customer Perceives Reaction - Customer Behaviorally Reacts to Perceived System Action							REMAINING PAIN POINTS & POSSIBLE MITIGATION
BRAND-EXPERIENCE LENS Sets the "mood" and "tone"... What are key trends that are relevant to this experience? What are the Brand Promise and Value Proposition that we are attempting to deliver here? What are the experience attributes we want to ensure we capture? What are therefore the design principles that we need to adhere to while designing this experience?	EMOTIONS / INTENSITY Immediate Reflexive Emotion - Customer Responds Emotionally to Perceived Congruence Between Expectations and Actual Results							OTHER IMPROVEMENT OPPORTUNITIES
	DOMAIN / CHANNEL Physical domains of interaction <i>Includes both human and machine interaction</i> Digital domains of interaction							
	STAKEHOLDER ACTIONS On Stage Actors - Stakeholder Actions & Impact Back Stage Supporters - Stakeholder Actions & Impact							