**S.04 // CUSTOMER JOURNEY**

**//What?**

A Customer Journey refers to the path a user follows throughout his interaction with your product. It reflects all the customers’ touchpoints and experiences with the product or service as well as with your organization.

**//Why?**

The customer journey helps you to see the customer in a whole sequence of transactions. Once you have teased out the key moments into an “experience” and made them visible, it is easier to understand pain points in the entire journey.

**//Roles**

* **Moderator** or **coach** is recommended to keep the session efficient.
* No specific team roles necessary. Everybody has the same tasks and responsibilities.

**//Tools / Infrastructure**

* Pen and Post-Its
* Customer Journey template

**//Process**

1. **Define Stages:**

Define all the stages from a customer’s perspective that you have identified with  
 respect to your design challenge.

1. **Draw and fill timeline:**

**2.1 Draw timeline:** Draw a timeline which comprises the whole user experience

**2.2 Ordering:** Put the stages you have previously identified into the right chronological order

**2.3 Complement:** Complement the timeline and stages with insights and observations from your interviews.

1. **Identify “Pain Points”:**

**3.1 Weighting:** Within your team, assign weights to the different stages along the customer journey.

**3.2 Identify “Pain Points”:** Considering the weighting, try to identify your customer’s pain points along the customer journey. This will help you to determine the touchpoints and stages with the biggest impact on your customer’s experience.