



CUSTOMER JOURNEY

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CONTENT

[Customer journey](#)
[Service moments and touchpoints](#)

ASSIGNMENT:

[Customer journey](#)



CUSTOMER JOURNEY

Customer journey illustrates how the **customer perceives** and **experiences** the service interface along the time axis.

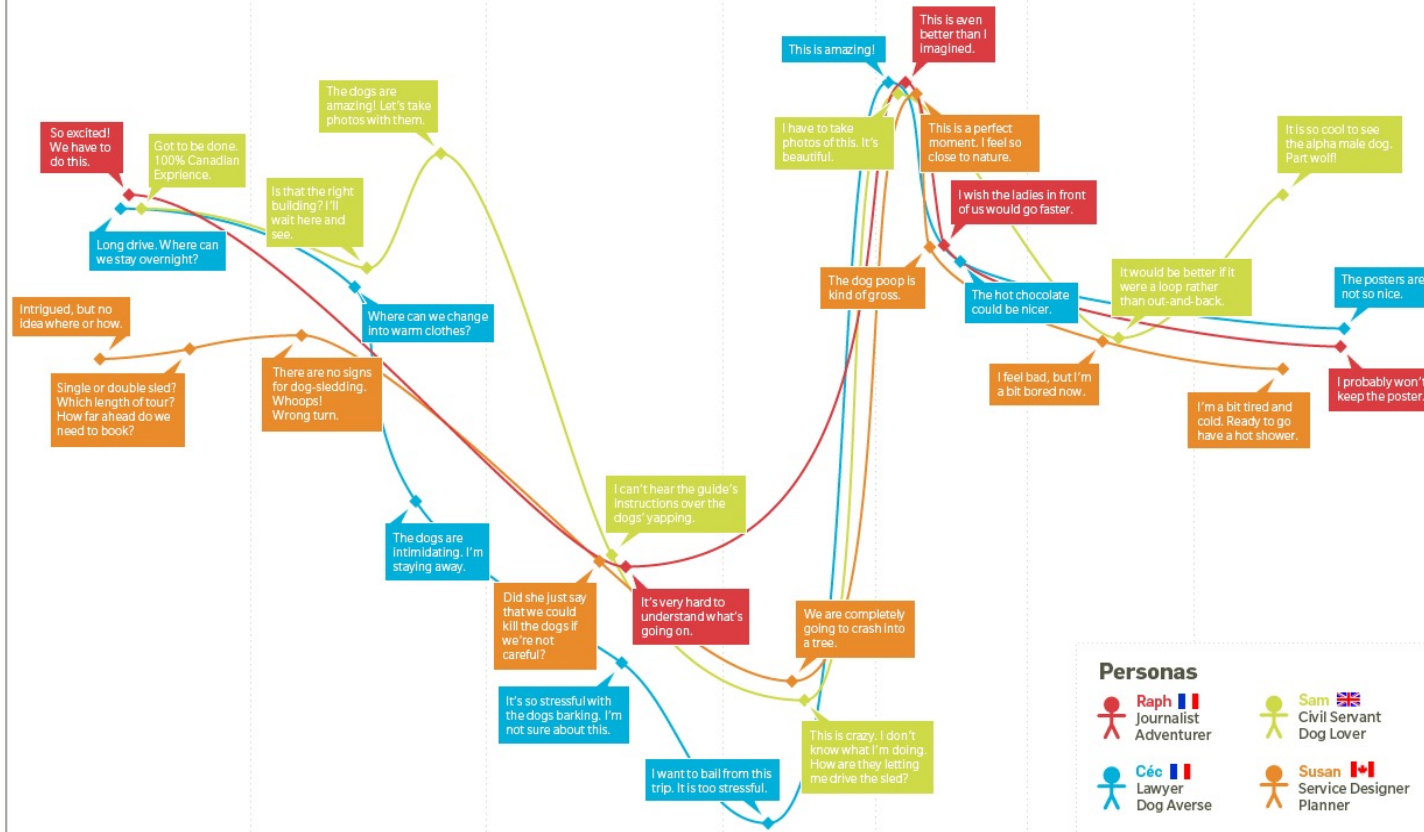
It also considers the **phases before** and **after** actual interaction with the service.

The customer journey serves as the umbrella under which the service can be explored, developed and systematised.

	Lead-Up awareness, research, preparation	Arrival getting ready to go	Orientation learning the ropes	start	Excursion middle	end	Wrap-up saying good-bye
What is Happening (Objective)	Someone suggests the outing. We research options on the Internet, book our excursion, and plan the trip.	We arrive at the site, sign waivers, pay, change clothes, and wander to the departure point.	The guide instructs us on how to dogsled while the dogs are all harnessed to the sled, yapping loudly.	The first 20 minutes through the woods. Still learning.	Out of the woods and across the frozen lake. Stop for hot chocolate.	Heading back towards the starting point along the same trail.	Visit the dogs in their kennels. Receive a poster as a parting gift. Depart.

How the personas feel about it (Subjective)

Strong, Positive Emotions
Meh
Strong, Negative Emotions



Susan Bartlett 2013: Customer Journeys a dog-sledding experience

<https://www.pinterest.com/pin/271201208786675570/>



SERVICE MOMENTS AND TOUCHPOINTS

Services happen over time (episodes) with **service moments** and across several **touchpoints** (contact points).

Total service experience is made up from contacts with the components such as service channels, behavior, service gestures, information, space, products.

The components and their style compose the service style together with the leading idea of the service.

AFTER SERVICE MOMENTS AND TOUCHPOINTS



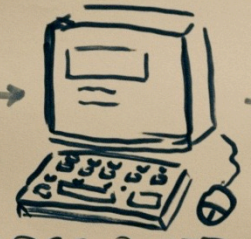
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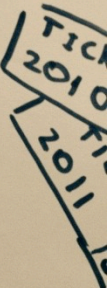
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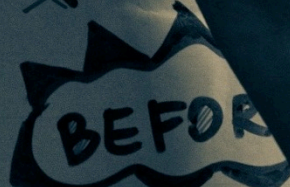
CD & VIDEO
FROM THE
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BLOGS & SITES
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(TO BE IN CONTACT
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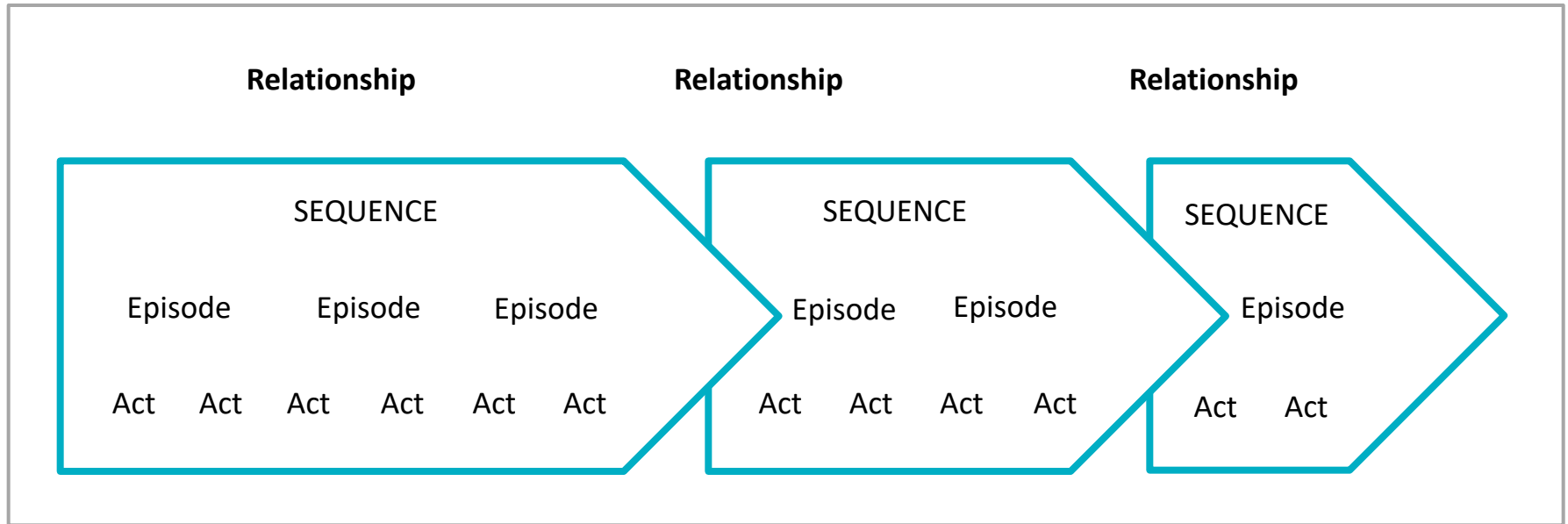
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A RELATIONSHIP FRAMEWORK FOR THE SERVICE ANALYSIS



Holmlund, M.: A relationship framework: interaction levels and relationship.
(Figure applied from Grönroos, C. 2007: Service Management and Marketing. Customer Management in Service Competition, p. 91)



SERVICE MOMENTS AND TOUCHPOINTS

The screenshot shows a web browser window with the URL adaptivepath.com. The page features the Adaptive Path logo and navigation links: Work, Ideas, Events, About, and Contact. A search bar is located on the right. Below the navigation is a green banner with the text "Guides for great human experiences". The main content area displays a case study titled "60% of new users said Phfffft!". The text reads: "Twitter is for everyone, but many new users thought otherwise. Sixty percent of them joined and then never returned." Below this, under the heading "CASE STUDIES", it states: "We worked with Twitter to help people new to the service figure out what's in it for them. And why they should stick around." A video player is embedded, showing a man speaking at a conference. The video title is "UX Week 2011 | Mark Trammell & Jesse James Garrett | Creating Engagement on Twitter from Adaptive Path on Vimeo". The video player shows a play button, a progress bar at 21:01, and an HD icon. Navigation arrows are visible on either side of the video player. The background of the page shows a blurred image of a smartphone displaying a Twitter interface.



THE ERA OF CUSTOMIZED SOLUTIONS



Hello Michael!

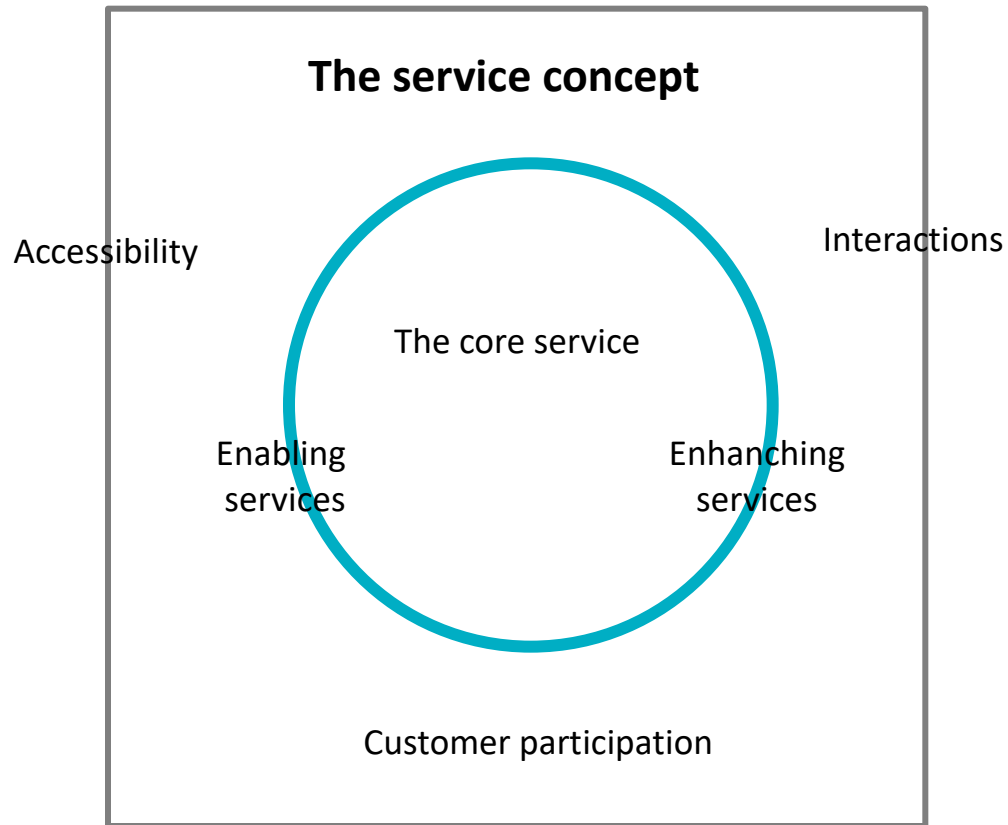
Have your own kind of products in hotels

Choose your own style of interior designer or
the type of a doctor that pleases you

Receive recommendations according to your
searchers or your earlier customer choices



THE AUGMENTED SERVICE OFFERING



Grönroos, C. 2007, Service Management and Marketing, p. 187.



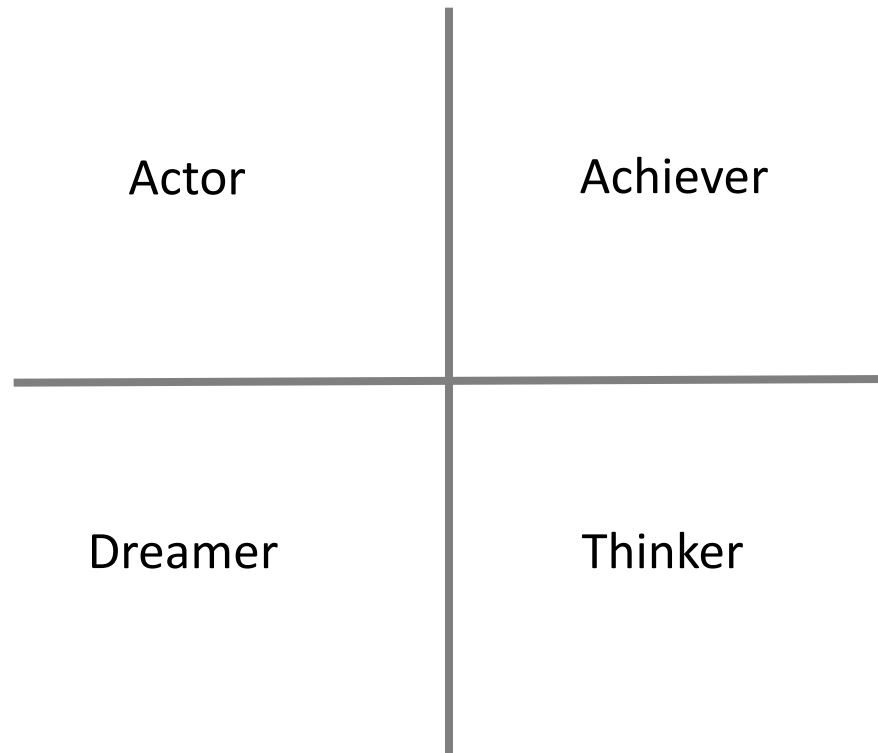
SERVICE DRIVER/STYLE

The suitable design **driver** discovered through user needs and expectations along with the image aspirations of the company should become tangible in a service concept with a suitable **service style** (e.g. dignified, casual).

The service style is visible in the **touchpoints**. It can be experienced also with the behavior of the staff and how the functional/ technical interaction is planned to happen.



UNDERSTANDING DIFFERENT USER EXPERIENCES



What types of customers do you have? How does your service suit, for example, a dreamer or achiever? Where can they find your services? How are they in contact with your service? What social media channels do they use?



ASSIGNMENT: CUSTOMER JOURNEY

WHY?

Service is experienced through series of events, through service moments and touchpoints.

The whole service path affects the users experience of the service (customer journey).



ASSIGNMENT: CUSTOMER JOURNEY

HOW?

Create a well specified customer journey for your service solution.

The customer journey should contain the series of events from the customer point of view, service moments and touchpoints.

Instructions how to make customer journey description:

www.servicedesigntools.org