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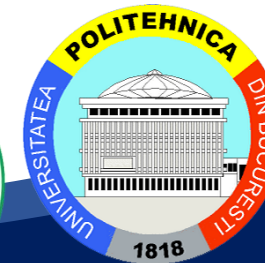
Course 15: Customer Experience-Driven Design

Module 1: Pain Point-Free Customer Experience Journey

Topic 2: Customer Journey

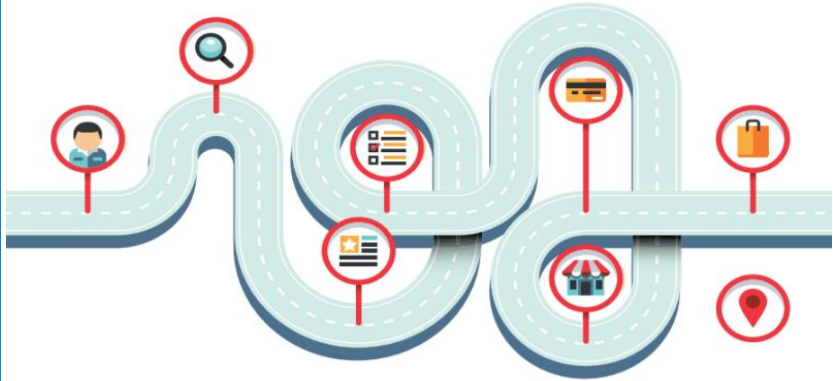
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Curriculum Development
of Master's Degree Program in
Industrial Engineering for Thailand Sustainable Smart Industry

Group Work: Customer Journey Creation

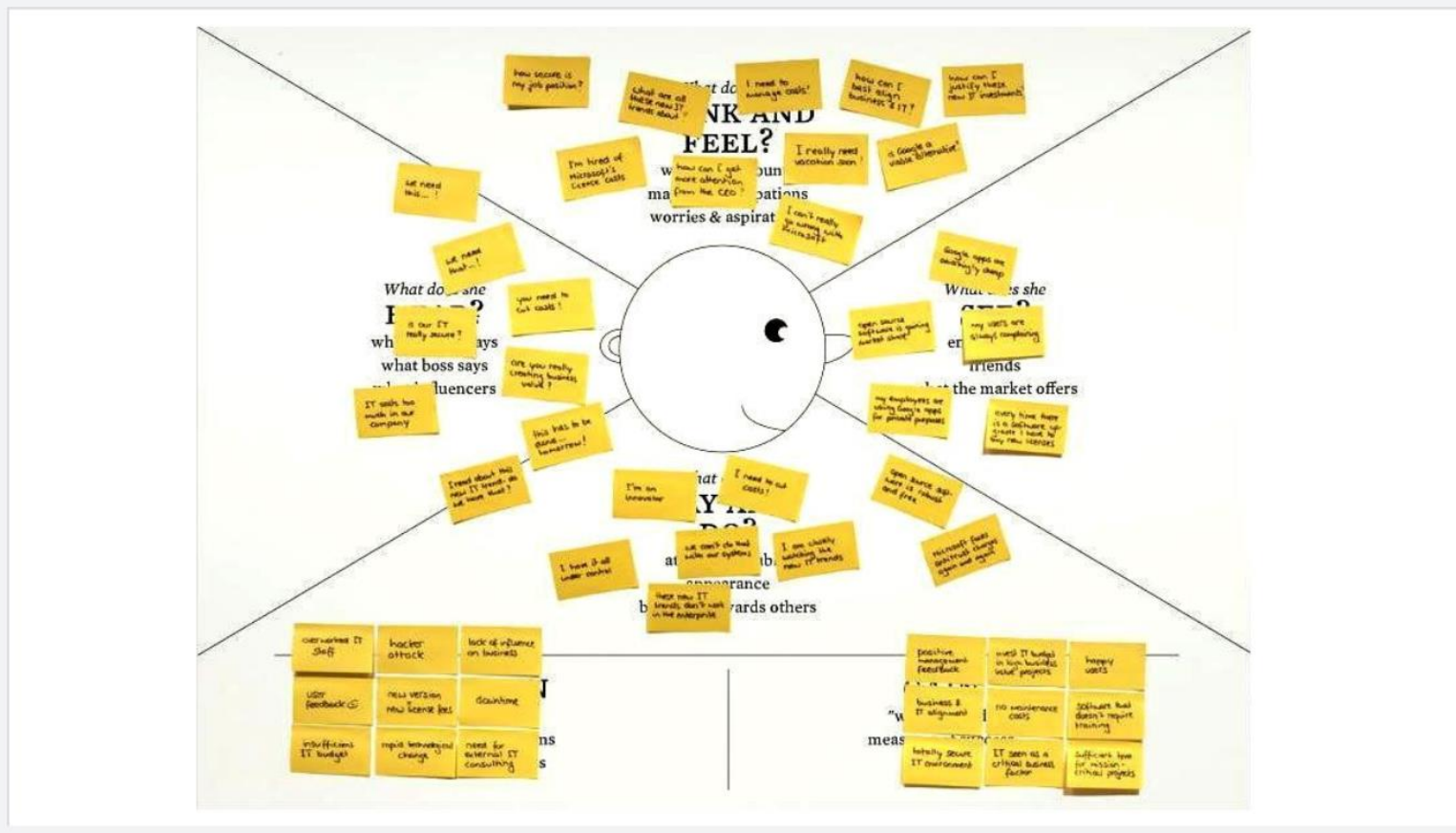


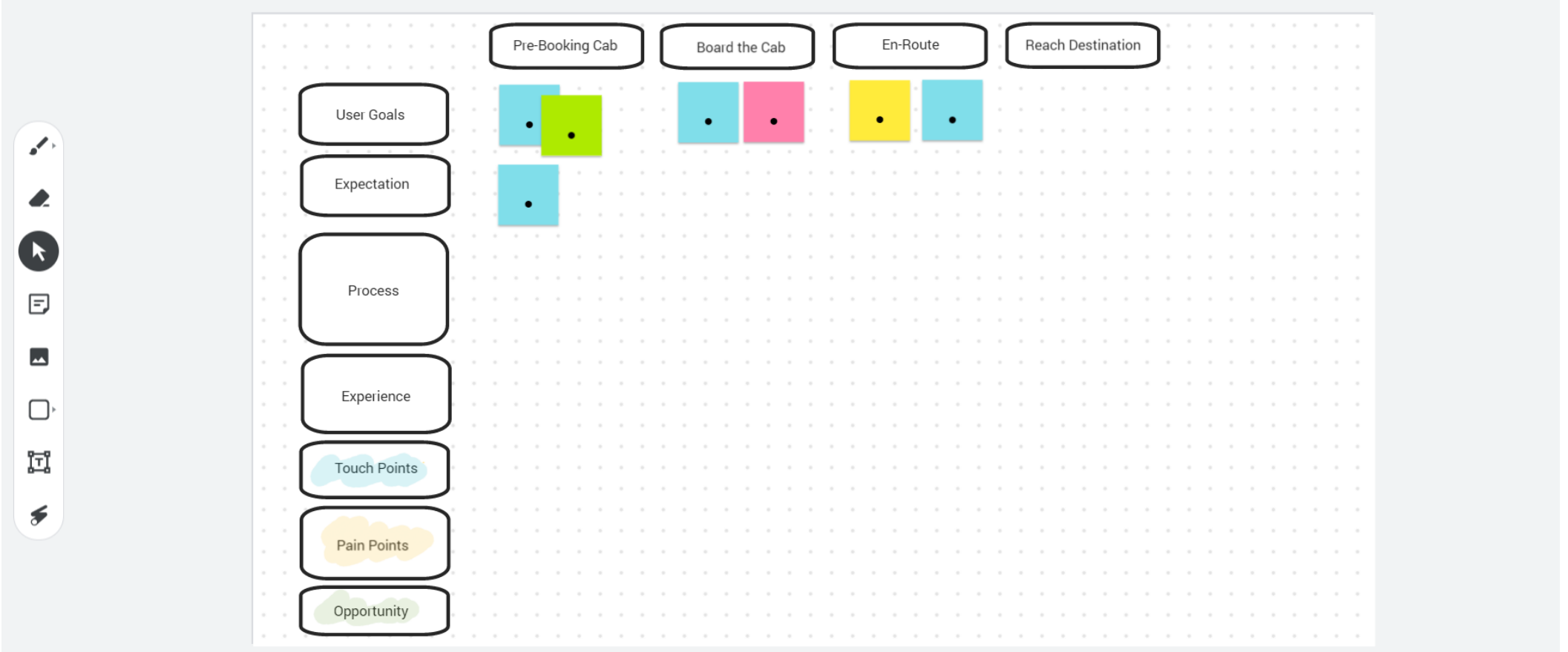
1. Select a case study (which your team members are familiar with and were/are being the customers) in different industry
2. Create customer journey mapping for the selected case study

**Each group may work on Googlejamboard*



Background Clear frame







Example of a filled-in empathy map for a fragrance brand



Rail Europe Experience Map

Guiding Principles

People choose rail travel because it is convenient, easy, and flexible.

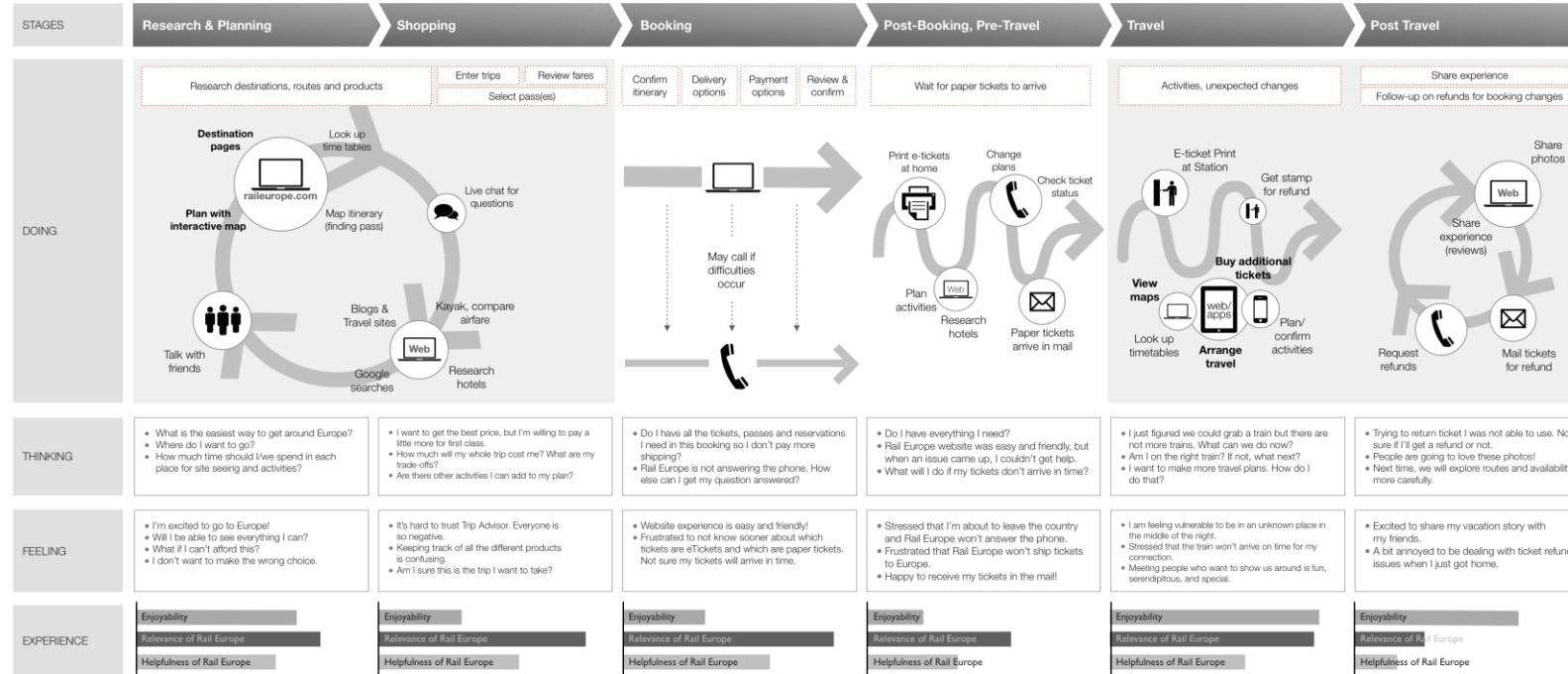
Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Lens

Customer Journey



Journey Model

Qualitative Insights

Quantitative Information

Opportunities

GLOBAL	PLANNING, SHOPPING, BOOKING			POST-BOOK, TRAVEL, POST-TRAVEL			
<p>Communicate a clear value proposition.</p> <p>STAGE: Initial visit</p>	<p>Help people get the help they need.</p> <p>STAGES: Global</p>	<p>Support people in creating their own solutions.</p> <p>STAGES: Global</p>	<p>Enable people to plan over time.</p> <p>STAGES: Planning, Shopping</p>	<p>Visualize the trip for planning and booking.</p> <p>STAGES: Planning, Shopping</p>	<p>Arm customers with information for making decisions.</p> <p>STAGES: Shopping, Booking</p>	<p>Improve the paper ticket experience.</p> <p>STAGES: Post-Booking, Travel, Post-Travel</p>	<p>Accommodate planning and booking in Europe too.</p> <p>STAGE: Traveling</p>
<p>Make your customers into better, more savvy travelers.</p> <p>STAGES: Global</p>	<p>Engage in social media with explicit purposes.</p> <p>STAGES: Global</p>		<p>Connect planning, shopping and booking on the web.</p> <p>STAGES: Planning, Shopping, Booking</p>	<p>Aggregate shipping with a reasonable timeline.</p> <p>STAGE: Booking</p>		<p>Proactively help people deal with change.</p> <p>STAGES: Post-Booking, Traveling</p>	<p>Communicate status clearly at all times.</p> <p>STAGES: Post-Booking, Post-Travel</p>

Takeaways

Information sources: Stakeholder interviews, Customer Experience Survey, Cognitive walkthroughs, Existing Rail Europe Documentation



adaptive path

Experience Map for Rail Europe | August 2011



Customer Journey Map

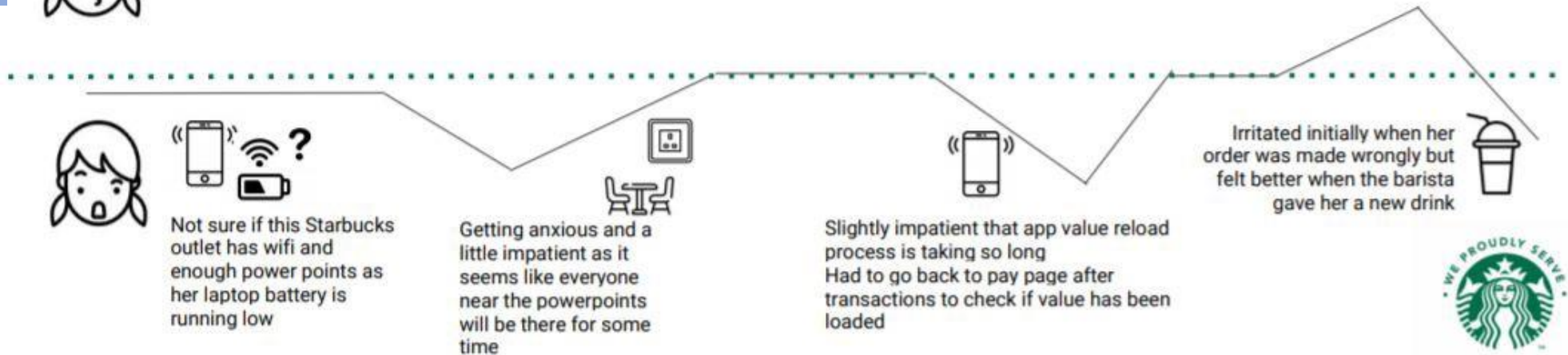
Natalie
Arts Student/Freelance Designer, Single, 26



Stage	Heads to store to do her work	Arrives At store	Waits for seat	Queuing	Payment	Collect Drinks	Consumes Drink
Activity	Checks Starbucks Outlet to go	Arrives at store, looks for seat	Finally found a seat	Queue at counter	Makes payment	Collects drink at counter	Bring drinks to table and drink



Sample



Sim, Y. (2018, October 28). Are you getting the RIGHT Starbucks Experience? — Redesigning the Starbucks Singapore App. Retrieved September 15, 2020, from <https://medium.com/nyc-design/are-you-getting-the-right-starbucks-experience-redesigning-the-starbucks-singapore-app-2cd07e1ff53d>



Sample

	A	B	C	D	E	F	G	H
2								Title
3		Customer information:	This customer group receive payments of council Tax Benefit and Housing Benefit. This group are not pensioners. They have no obvious means of support from government agencies or organisations and are regarded as a hard to reach group.					New Claims for Housing/Council Tax
7		Date						
8		Key Journey Steps	Finding out if they were potentially eligible for benefits.	Making an application for benefits.	Application queries/help	Handing in documents at the office	Letter and benefits received.	Query with benefits paid
9								
10								
11								
12								
13								
18		Actions / thoughts and feelings at each step	<i>I felt lost' 'I had applied before in England so I knew about the benefits and looked on the Council website' 'Staff were slightly reluctant to provide information'</i>	<i>I would have liked to make my application on-line but it only took me so far' 'the application is probably easier for Scottish people' 'from</i>	<i>I have a small child and couldn't visit the office, the help line was difficult to get through to' 'the staff in the office I visited were excellent'</i>	<i>I prefer to hand documents in, I have lost documents in the past' 'staff at the office were helpful and polite'</i>	<i>When the letter arrived, I thought I was not entitled to benefits, I didn't know what I was going to do' 'I felt the process was very smooth and well done'</i>	<i>I have not followed this up yet' 'The member of staff dealing with my case was not available' My landlord has told me to write to the council I am unable to write'.</i>
19								
20								
21								
22								
23								
24		Customer experience chart						
25								
26								
27								
28								
29								
30								
31		Moments of Truth						
36								
37								
40		Could this step have been avoided?	X	X	✓	X	X	✓
41								
42		Customer improvements - improvements made	It would be helpful to know what the entitlement benefits are.	Application process made easier.			Letters could clearly state how often payment will be made. F56 Letters for back dated payments could be clearer so there is no confusion regarding eligibility of benefits.	
46								
53								



Sample

Restaurant Customer Journey

A group of professionals eat at a restaurant during their lunch hour

	Decide on a restaurant and go there	Enter restaurant and sit at table	Get drinks and decide on food	Place order and wait for food	Eat	Wait to pay, make payment, wait for receipt	Leave restaurant and return to work
DOING	<ul style="list-style-type: none"> Consider nearby restaurants and travel times with group Come to a consensus with the group 	<ul style="list-style-type: none"> Check-in with host Wait for table if busy Follow host to table 	<ul style="list-style-type: none"> Look through menu Decide on food to order Watch for waiter when everybody is ready 	<ul style="list-style-type: none"> Give order to waiter 	<ul style="list-style-type: none"> Eat food Chat with group 	<ul style="list-style-type: none"> Flag down waiter Give waiter the payment Ask for to-go box 	<ul style="list-style-type: none"> Evaluate restaurant & experience
THINKING	<ul style="list-style-type: none"> What restaurants are around? Where do I have time to eat? What sounds good to eat? What does everybody else want? 	<ul style="list-style-type: none"> How busy is the restaurant? How is the atmosphere? Is there a seating for our group without a long wait? 	<ul style="list-style-type: none"> What should I order? When will the waiter return? Is everyone ready? What are they ordering? 	<ul style="list-style-type: none"> How long until the food is delivered? 	<ul style="list-style-type: none"> How is the food? Am I happy with the experience? 	<ul style="list-style-type: none"> Where is the waiter? When will he be back? 	<ul style="list-style-type: none"> How much time do I have to get back to work? Do I want to come back to the restaurant?
FEELING							
TIME	5+ minutes	1-10 minutes	5-10 minutes	5-10 minutes	15-30 minutes	5-10 minutes	5+ minutes
OPPORTUNITIES	<ul style="list-style-type: none"> Provide total times to eat at restaurants including travel Show current crowd levels at restaurants 	<ul style="list-style-type: none"> Show current wait times for each restaurant Mobile check-ins before arriving 	<ul style="list-style-type: none"> Ratings & suggestions on items by likes, tastes and ingredients Have button to call waiter when ready to order 	<ul style="list-style-type: none"> Place order online, in app or on tabletop tablet Order at counter Food ETA 	<ul style="list-style-type: none"> Rate menu items for future ordering 	<ul style="list-style-type: none"> Pay via phone or tabletop machine 	<ul style="list-style-type: none"> Have a review option when leaving the restaurant

Source of Image:
<http://www.cw-ux.com/other-projects/>

