



STEP BY STEP:

# Reading a Customer Journey Map



# Type Of Client: Startup

Service: Subscription-based baby food delivery service

Users: Moms between 20 and 35 years old.

Customer Journey Map Link: <http://bit.ly/CJM-Example>



This Customer Journey was meant to map out the path users took before, during and after using the service. We set out to pinpoint the exact moment in which moms started taking into account their children's nutrition, and how our client could reach them throughout the different stages.

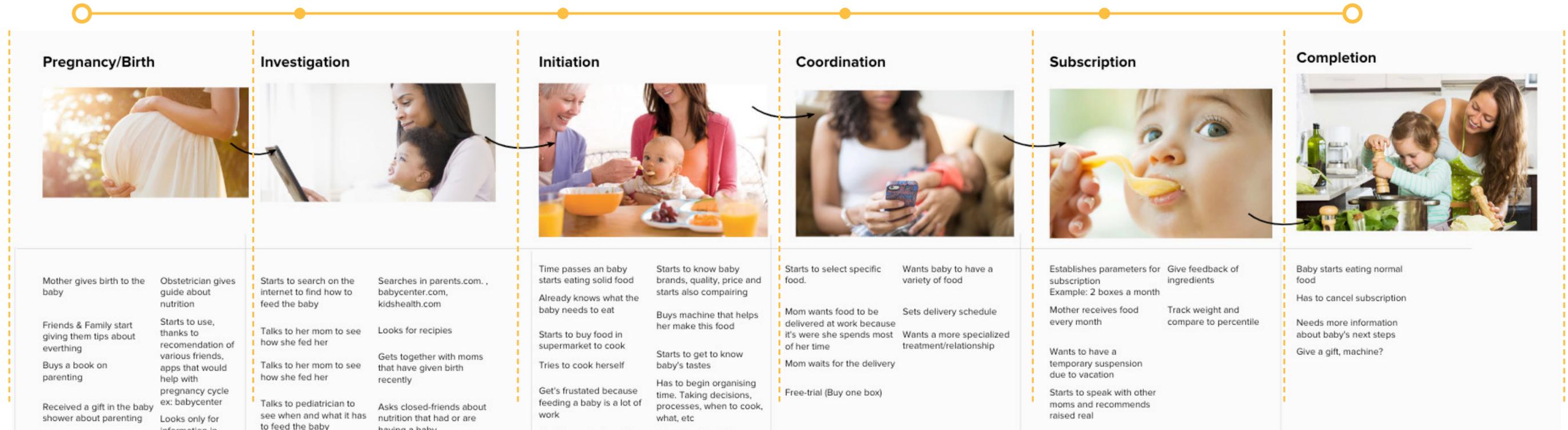




# Columns

Each column is a different stage in the customer's journey. Columns should be read as a timeline made up of moments. The overall duration of a Customer Journey will depend of each project, but it could be days, months, or even years.

In this case, the Customer Journey begins with pregnancy, and ends once the baby is two years old, where children usually stop eating processed baby food.



# Rows



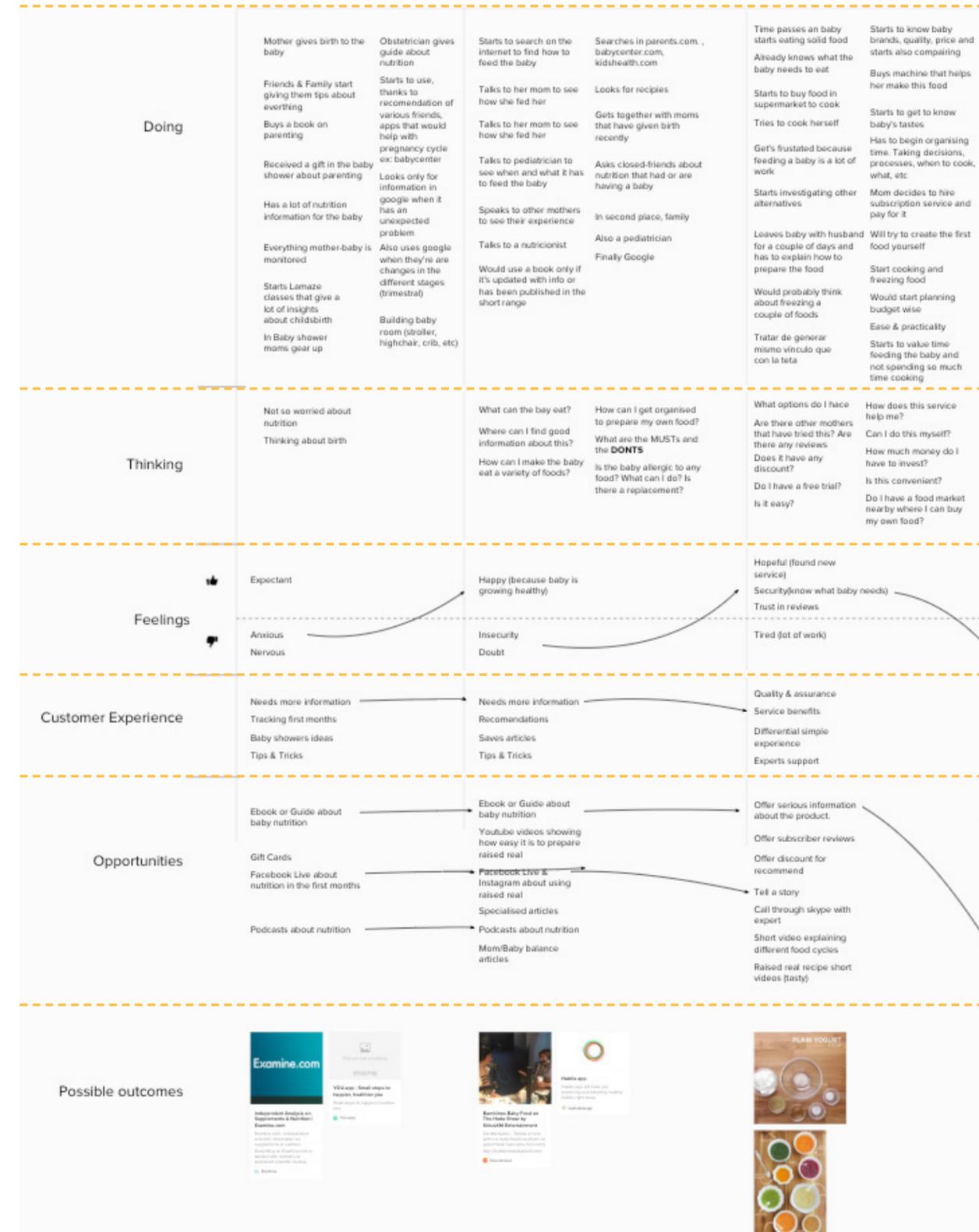
Rows account for users' behavior and feelings throughout the process. Taking these into account gives us a way of figuring out how we can cater the experience around the way they feel and what their thinking in different moments. We mostly get this information from conducting user interviews, the first three rows include the following categories: Actions, Thoughts, Feelings.

On row number four, **Customer Experience**, we put down all the needs and obstacles we can figure out in each stage of the user's experience. The fifth row, **Opportunities**, help us to identify points in which we can potentially improve the product/service experience. Finally, on the last row, **Possible Outcomes**, we can include references of how other products solve similar needs. The last three rows are mostly completed with the information collected during the interviews.

When putting together the CJM we identified six different stages:



We filled out the fields with the different actions, thoughts and feelings that mothers had throughout their journey, and divided those according to whether they were positive or negative. The reason for making this distinction is that users' feelings change as the process moves along. Black arrows drawn in the CJM account for these changes and transitions.



# Results

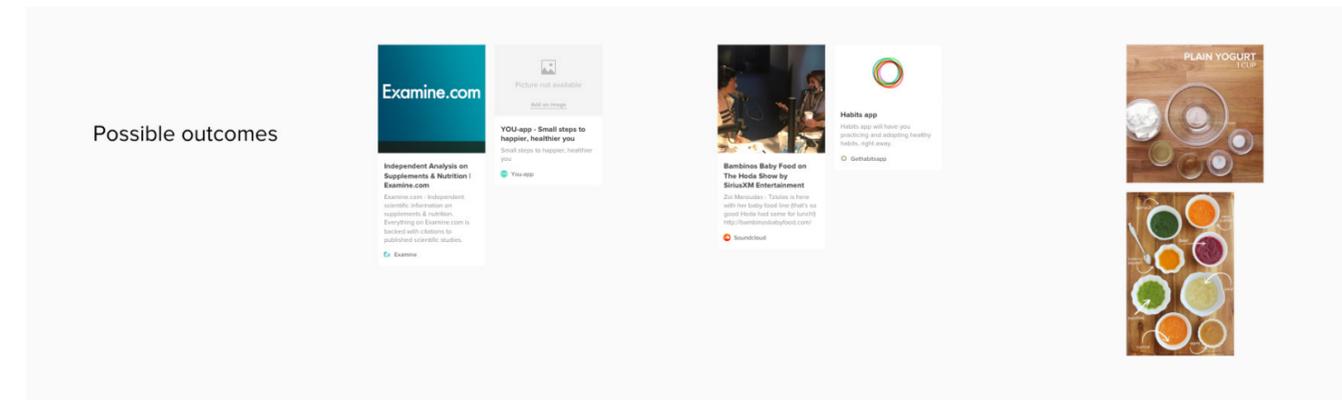


When completing stages, it can prove fruitful to pay special attention to potential niches that could be exploited in favor of users. In this case, for example, we found that quite a number of moms looked into lamaze classes during the pregnancy. We used this information as an opportunity to reach new users in a positive way.

Knowing users' problems and needs allow us to find opportunities to improve our product's experience, and to define what kind of product fits our users best. In this case, it helped us define the best strategy to get the users' attention. These are some of the features that came up as opportunities in the CJM:



Finally, on Possible Outcomes, we chose examples of products that we felt did a good job of solving some of their users' problems and needs. Something to take into account is that relevant references might not always be in the same industry as our product or service.



A CJM will help you figure out how your users feel and think, and why they behave the way they do. Customer Journey Maps work as a fundamental tool in a new holistic service we apply at Aerolab called Product Thinking. It's a methodology that combines elements of Design Thinking and Product Definition, and that allows us to create amazing digital products using a strategic and business mindset.

If you want to know how to create a Customer Journey Map and how to apply this tool into a product design process, we recommend you to read [this guide](#) we've recently published in our blog.



# Ready for the next level?

If you are starting a new project or making a level up on your product, you should definitely take advantage of our Product Thinking process.

Tell us about your project and we'll contact you in 2 business days.

