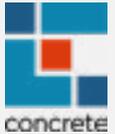




## SERVICE DESCRIPTION



# Experience Journey Mapping

Understand how customers engage  
your brand

## BENEFITS

The experience journey mapping visualizations show you precisely what your customers are doing with the experience you've created. Valuable insights that let you:

- ☒ Replace assumptions about your customers with validated knowledge
- ☒ See friction points and gaps in your customer experience design
- ☒ Discover opportunities where competing or complementary products are falling short
- ☒ Create a shared customer vision across your business
- ☒ Establish a data-based framework for future product definition and discussion

## CONTACTUS

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## OVERVIEW

Experience journey mapping creates a unique view of what your customers need and the role your product and company play as customers do what's important to them. It reveals all the touchpoints customers have with your brand and shows you where pain points and roadblocks hinder user adoption or recommendation. A thorough experience journey mapping exercise reveals insights that help you improve your customer experience and find business opportunities like new features, service enhancements, and extensions to your product suite.

## APPROACH

Experience journey mapping involves interviews and observations with subject matter experts (SMEs) and customers performing the activities your product or service hopes to fulfill.

Typically, we:

- 1 Interview stakeholders and SMEs about the perceived customer experience
- 2 Identify a cross-section of customers so we can see a variety of workflows
- 3 Recruit, incentivize, and facilitate customer interviews and observations
- 4 Perform follow-up desktop research and expert interviews as needed to round out our understanding of customer domains
- 5 Create visualizations customized to the journeys we discover
- 6 Prepare and present the final report