

Customer Journey Map Template

What is this template?

Every business has their own needs, this template has been created to be flexible and interactive to help build a customer journey with no design skills required. The template also comes with tips to help guide you through each stage.

What platform should I use?

For our team, Miro is one of our go to platforms for virtual workshopping and mapping, as it's intuitive, flexible and supports collaborative work.

There are a range of different platforms and services on which you can create a customer journey map, its not only limited to the Miro platform, so see what works the best for your team.

1 Use the Persona Board to show who will be going on this journey? No one building the journey, if you don't know who to build it for...

START

Persona Board



About

Age 30-40

Melissa is a tutor in psychology studies. She worked for a university in 2018 and paid for some class study materials herself during time of employment. The university issued her a cheque but it never got delivered. She has moved out of the area and forgot about the matter. Melissa recently heard about unclaimed money through FM radio and she is thrilled to find a list under her name on the Revenue NSW website.

Goal Statement

To claim unclaimed money through Revenue NSW website.

Needs

- Where to start and where to seek help
- Access to customer support
- Understand what is required to apply

Struggles

- Not understanding the process
- Navigating the website
- Finding out about the money

Keep in mind persona details should be relevant to the project.

What is the main goal of the customer? Why are they on the journey?

What does the customer need and struggle with? List top 3 items

2 Use the Customer Journey Map to improve a customer flow/website

Unclaimed Money Lodgement - Current State Journey

Phase	Discovery Phase 1	Registration Phase 2	Pre-Lodgement Preparation Phase 3	Lodgement Phase 4	Payment Transfer Phase 5	Ongoing Management Phase 6
Phase What is the highest level of the journey?	Discovery Phase 1	Registration Phase 2	Pre-Lodgement Preparation Phase 3	Lodgement Phase 4	Payment Transfer Phase 5	Ongoing Management Phase 6
Actions Individual steps that the customer takes, from end to end	<ul style="list-style-type: none"> Collecting Evidence Seeking an advisor Seeking an advisor Seeking an advisor 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here
Customer Feeling What the customer is thinking, feeling and saying? Tip: This can include quotes or verbatims	"When do I need to complete this by?"	"Customer verbatim"	"Customer verbatim"	"Customer verbatim"	"Customer verbatim"	"Customer verbatim"
Touchpoint What part of the service do they interact with?	<ul style="list-style-type: none"> Online form Website Web portal Customer service Interactive chat 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here
Pain points What does the customer want to avoid? "Pain" or negative challenges for the customer	<ul style="list-style-type: none"> Not clear Understanding of the process Transparency 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here Enter text here
Considerations	<ul style="list-style-type: none"> Progress bar and next steps Interactive chat Interactive guide Help line 	<ul style="list-style-type: none"> Enter text here 	<ul style="list-style-type: none"> Enter text here 	<ul style="list-style-type: none"> Enter text here 	<ul style="list-style-type: none"> Enter text here 	<ul style="list-style-type: none"> Enter text here
Opportunities What could we improve or introduce?	<ul style="list-style-type: none"> Progress bar and next steps Interactive chat Interactive guide Help line 	<ul style="list-style-type: none"> Enter text here 	<ul style="list-style-type: none"> Enter text here 	<ul style="list-style-type: none"> Enter text here 	<ul style="list-style-type: none"> Enter text here 	<ul style="list-style-type: none"> Enter text here

Add more phases if required

3 What were the outcomes? How has the environment changed? What can the customer do now?

Outcome



Summary

Describe the outcome, what changes in the environment, product or service of the customer?

What was the improvement?

- Big impact and engage website
- Enter text here
- Enter text here

Next steps

- Enter text here
- Enter text here
- Enter text here

1 Use the Persona board to show who will be going on this journey? No one building the journey, if you don't know who to build it for...

START

Persona Board



About

[Description of customer]

Keep in mind persona details should be relevant to the project.

Goal Statement

[Description of goal]

What is the main goal of the customer? Why are they on the journey?

Needs



What does the customer need and struggle with? List top three

Struggles



2 Use the Customer journey Map to improve a customer first contact

[Name of Service / journey]

Phase What is the highest level of the journey?	Discovery Phase 1	Registration Phase 2	Pre-Lodgement Preparation Phase 3	Lodgement Phase 4	Payment Transfer Phase 5	Ongoing Management Phase 6
Actions Individual steps that the customer takes, from end to end						
Customer feeling What the customer is thinking, feeling and saying! Tip: This can include quotes or user emotions	"Customer verbatim" • Emoji of customer feeling 😊					
Touchpoint What part of the service do they interact with? Tip: This can include people, systems and physical aspects	🖨️ 📧 📞					
Pain points What does the customer want to avoid? "Pain" or negative challenges for the customer						
Considerations						
Opportunities What could we improve or introduce? Tip: What part of the experience can you improve? A brainstorm session helps generate opportunities for improvement						

Lightbulb icon: Add more phases if required

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Outcome



Summary

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What was the improvement?



Next steps

