

Customer Experience Mapping

We often think of interactions with customers as being one key moment rather than a narrative. In reality there are many moments, or touchpoints, that customers experience in anticipation of that interaction, during the interaction, and in recalling it afterwards. These moments reflect positively and negatively on your brand, and are opportunities to design more intentional experiences.



- For each stage (Anticipate, Enter, Engage, Exit and Extend), brainstorm the touchpoints customers experience.
- Write them on the cards below, and indicate whether the touchpoint is positive or negative.
- Cut out the cards along the dotted lines.
- Assemble the cards in chronological order, and then move them up or down to indicate how positive or negative the experience was.
- Identify key touchpoints that can be improved, and note touchpoints that have not been intentionally designed.

Enter + / -

The menus above the counter are difficult to read while waiting in line.

Anticipate + / -

Anticipate + / -

Anticipate + / -

Anticipate + / -

Enter + / -

Enter + / -

Enter + / -

Enter + / -

Engage + / -

Engage + / -

Engage + / -

Engage + / -

Exit + / -

Exit + / -

Exit + / -

Exit + / -

Extend + / -

Extend + / -

Extend + / -

Extend + / -