

# GInl Customer Experience Journey Map (CXJM)<sup>TM</sup>

INPUTS	CUSTOMER JOURNEY MAP — CURRENT STATE / TO-BE STATE							TAKE AWAYS
<b>CUSTOMER PERSONA</b> Characteristic profile of the target customer, including demographics, psychographics, and pertinent lifestyle attributes.	STAGES	REALISE	EVALUATE	CHOOSE / PURCHASE	USE / RECEIVE	CLOSURE	RECONNECT	<b>NEW POINTS OF DELIGHT</b> MOMENTS OF TRUTH
	<b>PRELUDE</b> Motivation & Desire - Customer Pain / Needs / Wants / Jobs / Outcomes / Constrains Thought - Customer Thinks Anticipation - Customer Expects							
<b>EXPERIENCE TRIGGER</b> What is the one goal the customer has - or event that has occurred - that has now triggered them to enter into this particular experience?	<b>ACTIVITY / INTERACTIONS</b> Speech - Customer Says Action - Customer Does System Response - System Does (how long does it take???... > 0.1 sec) Sensory Perception - Customer sees / feels / hears / smells / tastes Interpretation - Customer Perceives Reaction - Customer Behaviorally Reacts to Perceived System Action							<b>REMAINING PAIN POINTS &amp; POSSIBLE MITIGATION</b>
	<b>EMOTIONS / INTENSITY</b> Immediate Reflexive Emotion - Customer Responds Emotionally to Perceived Congruence Between Expectations and Actual Results							<b>OTHER IMPROVEMENT OPPORTUNITIES</b>
<b>BRAND-EXPERIENCE LENS</b> Sets the "mood" and "tone"... What are key trends that are relevant to this experience? What are the Brand Promise and Value Proposition that we are attempting to deliver here? What are the experience attributes we want to ensure we capture? What are therefore the design principles that we need to adhere to while designing this experience?	<b>DOMAIN / CHANNEL</b> Physical domains of interaction Includes both human and machine interaction Digital domains of interaction							
	<b>STAKEHOLDER ACTIONS</b> On Stage Actors - Stakeholder Actions & Impact Back Stage Supporters - Stakeholder Actions & Impact							