

CS-E4900 User-Centered Methods for Product and Service Design

Customer Journey and Stakeholder Maps

20.11.2024

Mika P. Nieminen
Henna Kotilainen
Rūta Šerpytytė
Tomi Fischer

CS-E4900@aalto.fi

Workshop Agenda

- Workshop starts Wed 12:15 in Learning hub
 - Tutors will circulate in LH, T5 and T6 to answer questions and to get you started
 - If in need and you do not see a tutor
 - Send a request in TG
 - Include your group# and tell us where you are,
 - When a tutor has liked your request, they are on their way
 - Official PuuhaBoksi™ will be in **LH** (StickyNotes, pens and stuff)
- Return final deliverables by next Wednesday 10:00

Suggested Assignment Process

1. Identify the relevant steps in your Customers' Journey
2. Visualize it as a Customer Journey Map
3. Identify the relevant stakeholders for your CSI
4. Visualize it as a Stakeholder Map
5. Iterate!
 - Journey Map makes more stakeholders visible
 - Stakeholder Map makes more touchpoints relevant

Assignment Deliverables and Grading

- **Customer Journey Map 0.5p**

- Visualize the entire Customer Journey, identify relevant touch points (journey steps)

- **Description of touch points 0.5p**

- Description of found touch points (journey steps) in sufficient detail

- **Stakeholder Map 0.5p**

- **Description of the stakeholders 0.5p**

- Description of the stakeholders and their connections in sufficient detail