



Aalto University
School of Science

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

Customer Journey and Stakeholder Maps

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Thanks for edits and updates to Dicle, Divya and Annika

Things You Will Learn Today

- You will learn about Stakeholders
- You will learn about Customer Journeys
- You will learn to map them
- You will learn valuable tips for the final presentations

Agenda

- Intro to Stakeholder mapping and Customer Journeys
- Examples
- Tips for the final Pitches
- Course Feedback

Mapping Stakeholders

&

Customer Journeys

<https://images.unsplash.com/photo-1476973422084-e0fa66ff9456?auto=format&fit=crop&w=1583&q=60&ixid=dW5zcGxhc2guY29tOzs7Ozs%3D>

**Your
service is
a play on
the theater
of life**



<https://images.unsplash.com/photo-1506780789966-15774276e069?auto=format&fit=crop&w=1076&q=60&ixid=dW5zcGxhc2guY291Ozs7Ozs%3D>



Audience = Customer

Director = Designer

Other staff

Actors = Service Staff

**Backstage =
Processes**

**The Stage = Service
Location**

The play = The Service

A network diagram on a blue background with colorful pushpins and a small container. The diagram consists of a grid of interconnected circles, some of which are filled with colors like green, yellow, orange, blue, and red. Several colorful pushpins (green, yellow, orange, blue, red) are placed on the diagram, and a small clear container with colorful beads is also visible. The word "Stakeholders" is written in white text in the center of the image.

Stakeholders

Who is a stakeholder?

- Someone who has
 - an **influence** on the service
 - an **interest** in the service
- Person, role or organization
- Not necessarily an active actor in service provisioning
 - Decision maker
 - Social media

Types of stakeholders

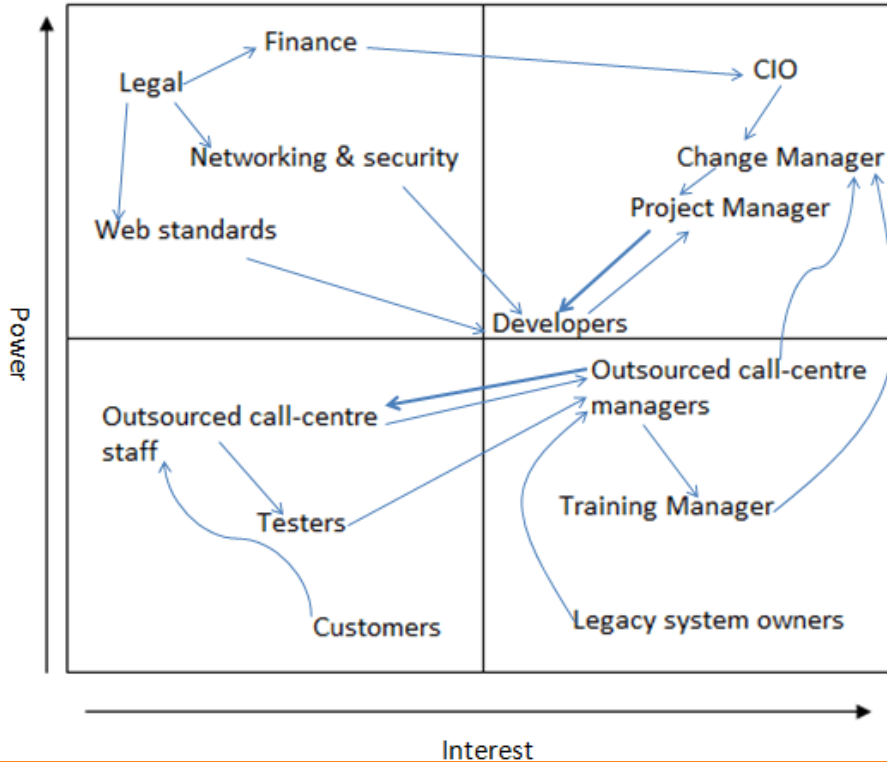
- Customers
- Staff
- Decision makers (internal and external)
- Regulators
- Suppliers and partners
- Media and press
- Special interest organizations (e.g. unions)
- ...

How to analyze?

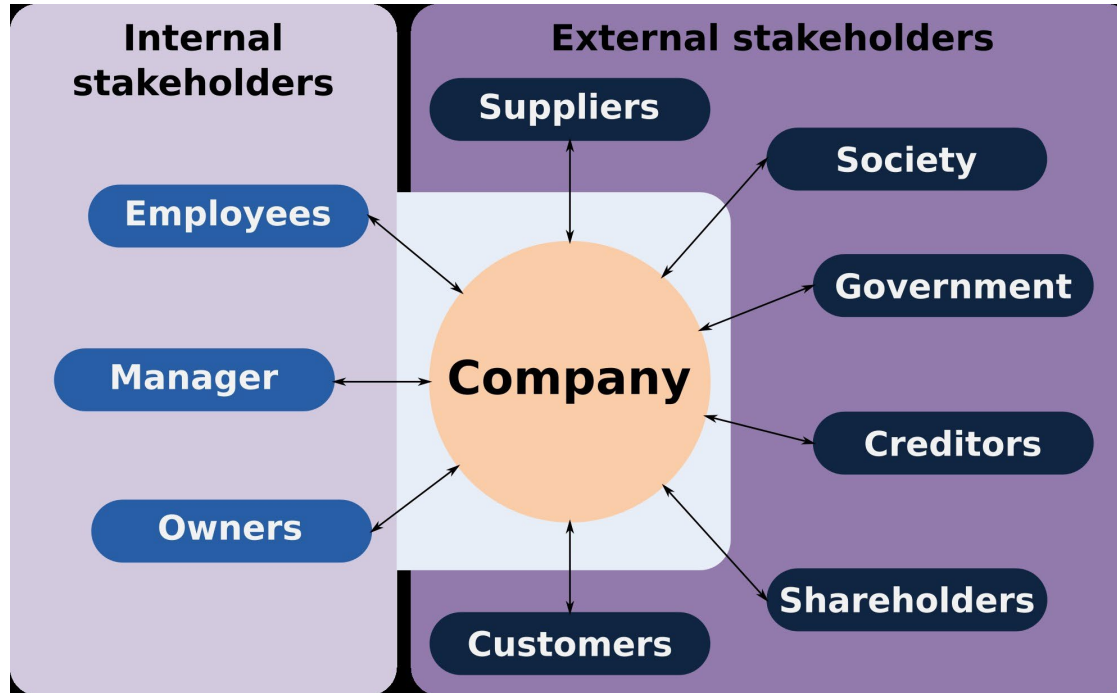
Can be analysed in lots of ways

- **Who** they are
- **How** they **influence**
- **How important** they are
- How you should handle them

Examples



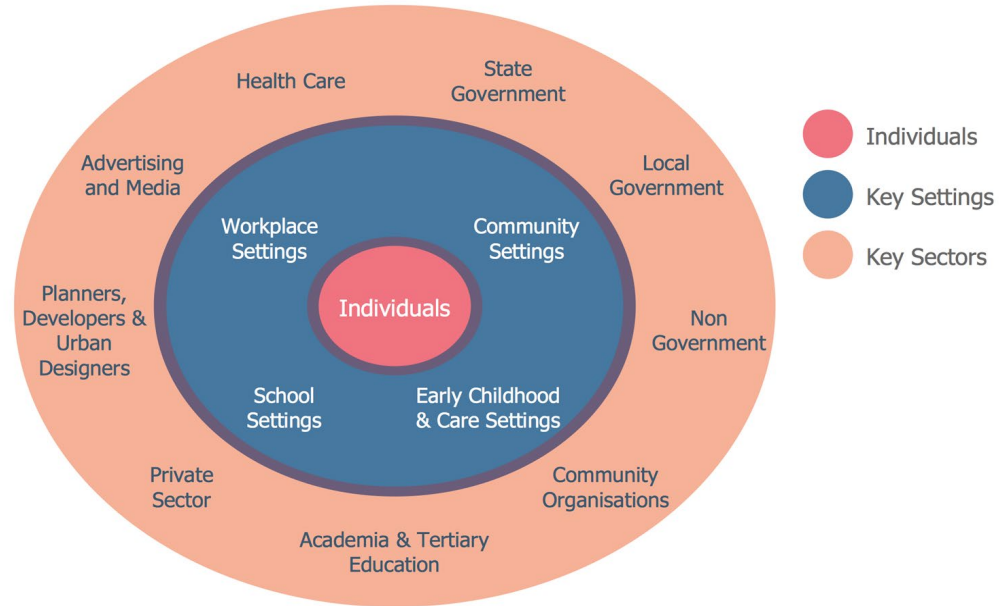
Examples



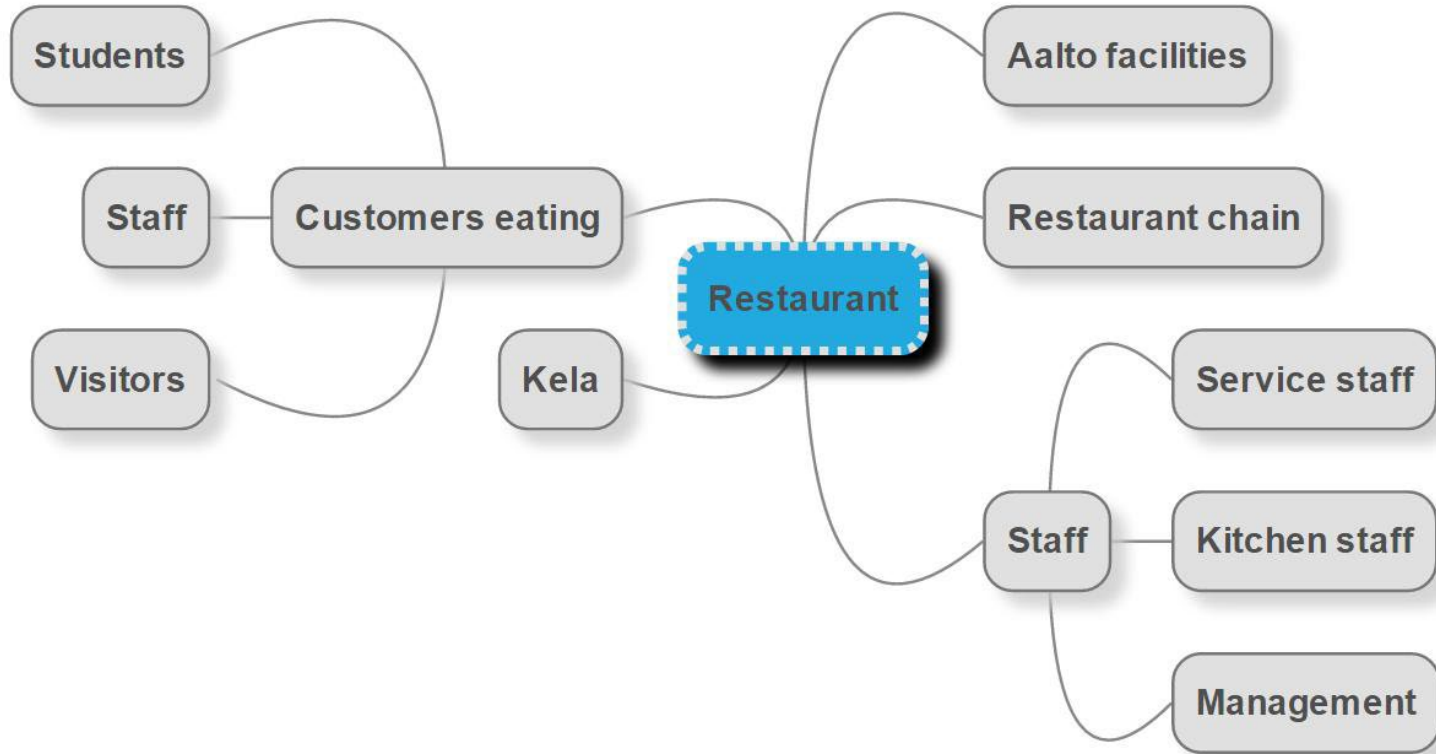
Examples



Examples



Examples

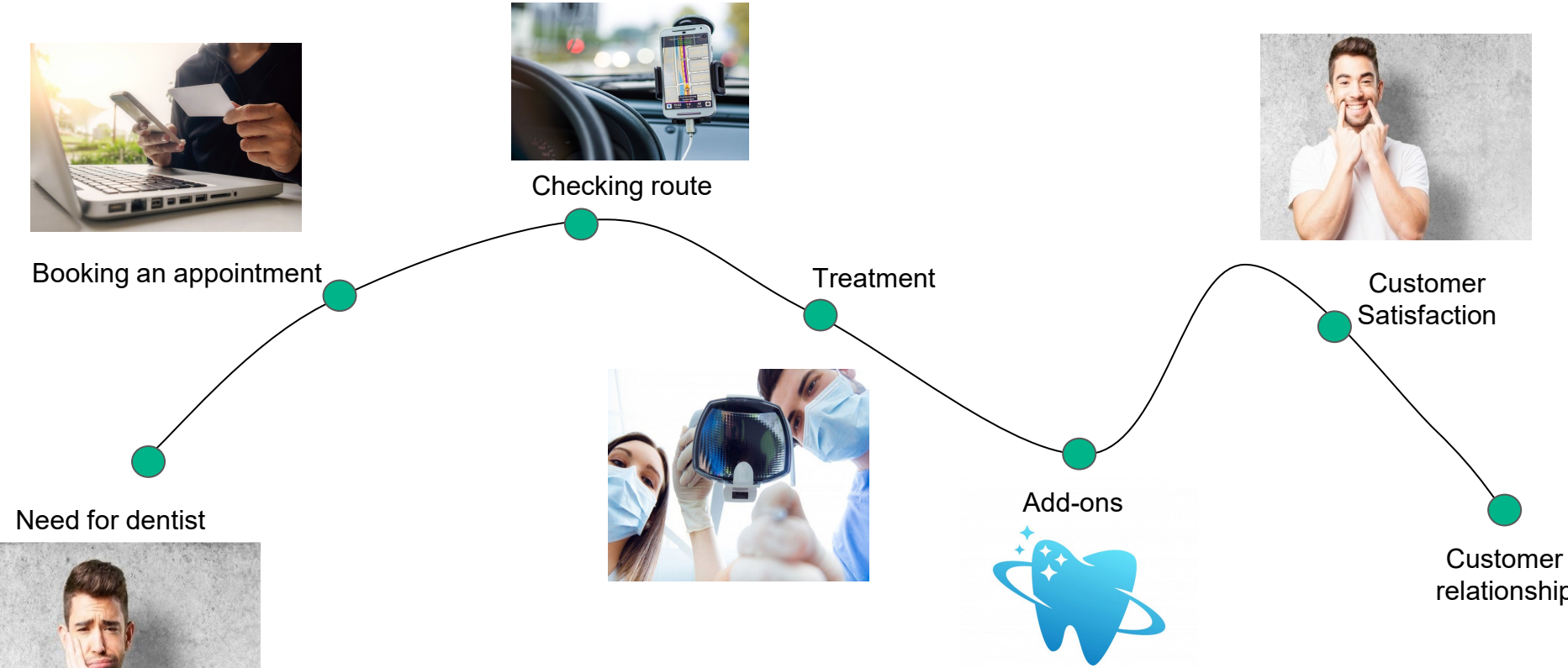


A person wearing a dark hoodie and pants is walking away from the camera on a long, straight asphalt road that stretches into the distance. The road is flanked by a desert landscape with sparse vegetation and red soil. In the background, there are large, dark rock formations under a sunset sky. The text "Customer journey" is overlaid in a large, bold, orange font across the center of the image.

Customer journey

<https://images.unsplash.com/photo-1494959764139-650863c261e7?auto=format&fit=crop&w=1050&q=69&ixid=dW5zcGxhc2p0Y290Zm7Qz%3D>

Example customer journey



Add some storytelling



Scope

- **Time**
 - When does an "interaction" start and end?
- **Coverage**
 - Include (all) things that belong together
- **Stakeholders**
 - What parties are involved?
- **Non-tangibles**
 - Feelings, reactions, fears, ..

Basic Components

- **Timeline**
 - Interactions happen in a certain order
 - Cause <-> effect, prerequisites, ..
- **Touch point**
 - Where business and customer meet
 - Can be physical, digital, indirect, etc
- Between touch points
 - **Customer decision!**

Anatomy of a Touch Point



Customer/user domain

- needs, expectations, knowledge
- capabilities(e.g. car, phone), actions, decisions



Service stage

- company representative, actions, decisions
- can also be fully digital
- “evidence”



Back stage

- support processes, information, logistics...

Line of Visibility

Actions

Thoughts or Emotions

Touch Points or Evidence

Onstage Person (Front-End)

Backstage Person (Back-End)

Support Processes & Systems

Stakeholders

Line of Interaction

Line of Visibility

Internal Interactions

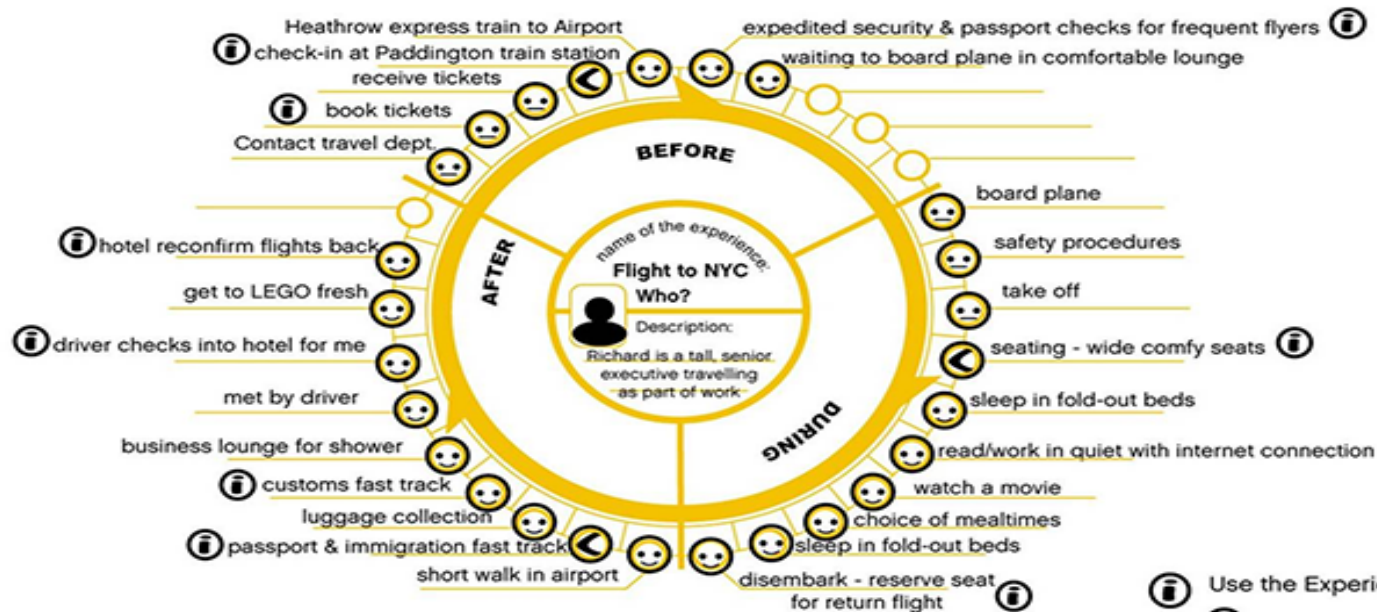
Zen Customer Journey Map

Customer Happiness



	Pre Order	Order	Pay & Get Receipt	Drink/Utensil Pick U	Food Pick Up	Eat	Leave
Customer Touchpoints	Paper menu Wall menu Display case	Paper menu Cashier	Credit card machine	Drink and utensil station	Number called, pick up from window	Food on tray	Tray and dishes
Customer Painpoints	Waiting in line Line all the way to the door, can't get in Can't get to the display case to pick up premade food Waiting behind someone who asks a lot of questions	Works pretty well	Works pretty well	Long line again Forget to get utensils then have to fight through the line when the food is up	Have to keep ticket out and pay attention,	None	Uncertainty on what to do with tray and dishes
Employee / Support	Can add cashiers, but the line still gets long at peak hours	New customers can have lots of questions, really slows down an already long and impatient line Regulars usually get the same thing over and over, but we have to key in the custom order like it is new everytime	Better now that we skip receipts and signing on orders under \$50	Hard to replenish this station with the throngs of customers	Food just sits here and we have to keep calling the number Or people loiter at the window	None	None

Designing the Experience - Example WOW



- Use the Experience Icons:
- How can this be a positive experience?
 - Make or break moment - what can we do to make sure consumers come back time and time again
 - Where do we need data to help deliver the experience?

	Record	Download to computer	Import to editing software	Edit the video	Export	Upload	Share
ACTIONS	Charge battery Buy blank tapes	Find cable Transfer to PC	Choose & install app Import footage	Add Crossfades, music Tinker for hours	Choose file format, codec Wait for 'export ... zzzz'	Select hosting service Upload file	Send out chain mail Link to myspace, bebo, etc.
QUESTIONS	Do I have blank tapes? Batteries charged? Spare battery packed?	Why is it taking so long?	Which app is best? Is my PC compatible?		What's a CODEC? What settings are best?	Where can I put this file?	
HAPPY MOMENTS	Video quality is amazing! Love the long zoom				Labour of love - looks great		HOORAY, friends like it!
PAIN POINTS	So much preparation!	Can't find goddam cable! out of disk space. Huh?	Hard to pick the right app	Takes way too long	It came out all blocky! Too many decisions!	Youtube is 10 mins max	Doesn't play on mum's PC Too much work overall
OPPORTUNITIES	Use Flash storage not tape Allow AA batteries	Build an integrated USB cable	Preload editing app free on camera	Streamlined editor - less control but quicker!	Video recorded as web ready Jargon free 'export' options	Share as one click feature of editor Jargon free 'export' options	Ensure a joined up 'end to end' experience

Further reference - take a look

Risto explains Service Blueprinting

<https://www.youtube.com/watch?v=zYHnid0IL3c>

A video explaining the creation of a customer journey map:

<https://vimeo.com/78554759>

HOW TO CREATE A SERVICE BLUEPRINT?

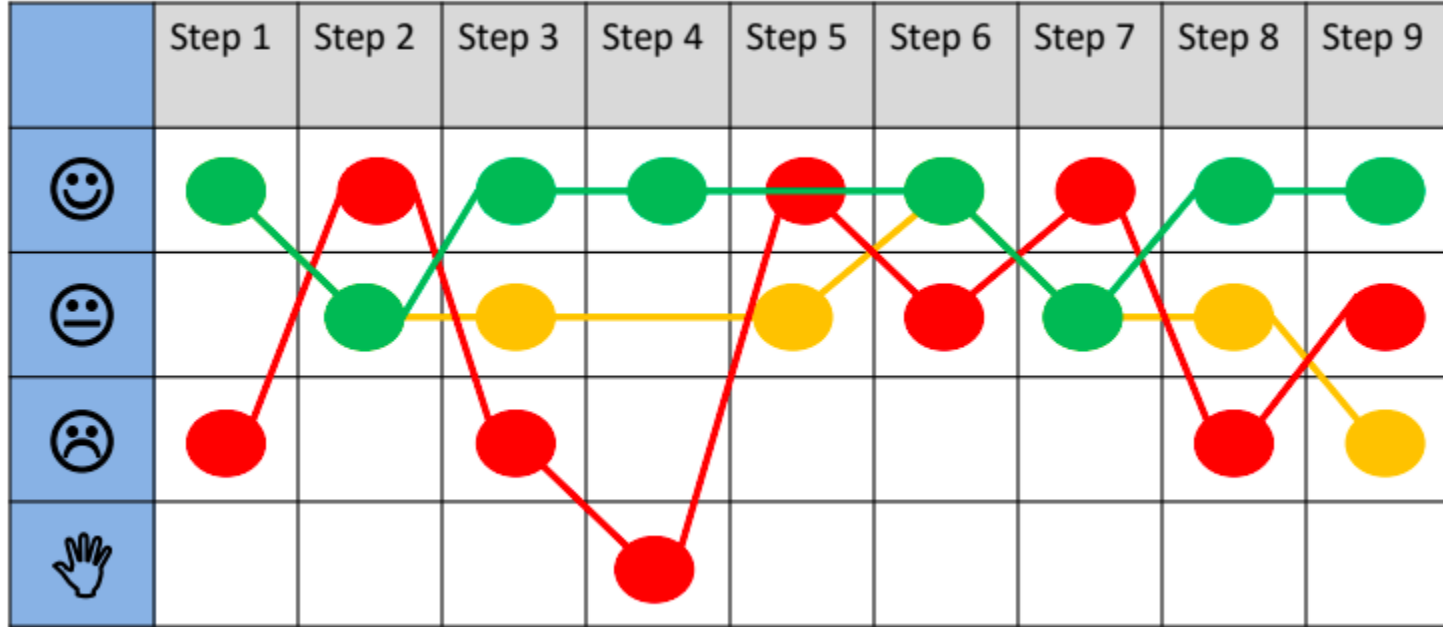


JOURNEY MAPS

Overall Customer Experience (CX)

- Customer experience is created by the complete journey
 - Impact of individual touch points defined by quality of meeting and importance
 - **It is not “the sum of all experiences”, it works more like multiplication**
 - Can be measured (with some reliability)
-

Customer journey vs experience



Two business models

- **Static**
 - What are the components of a business
 - Business Model Canvas/Value Proposition Canvas
 - Stakeholder Maps
- **Dynamic**
 - How the business meets and serves its customers as a function of time
 - Customer Journey

Tips for pitches

- Show your data & your analysis of it (**Your findings are key!**) → *It is more important than what can be found by googling your customer site*
- This does not mean adding all your diagrams in the slides and going over them
- You have 3 minutes → *Get to the point, condense your story, rehearse, Rehearse, REHEARSE!*
- Use your findings to call for action! (Ask & Contacts)
- Dress rehearsal needs to be done by somebody else

Pitching criteria

- Reliability and quality of the empirical evidence (0-4 points)
- Analysis is valid and conclusions are meaningful (0-4 points)
- Clear communication of results, essentially presentation technique and materials (0-2 points)
- Relevance and value to the customer and to their customers (0-2 points)

Course Feedback: Issues & Impact

- Improvements to the instructions
- More real examples
- More Tutors -> More support and better feedback for each deliverable
- Redistribution of the Essay points
 - BYOE points 1->2
 - Removing Direct Quotes from the essay
 - PRR points 1->2
- Course Feedback open 27.11.2024 – 11.12.2024

Next

- Workshop on Wednesday 12:15 – 14:00
- Same bat-location, same bat-time, same bat-tutors

Did You Learn Today?

- About Stakeholders?
- About Customer Journeys?
- How to map both Stakeholders and Customer Journeys?
- Tips in regards the final presentations?