

# JOURNEY MAPPING

*Ensure that every encounter users or customers have with your product, service and brand is a good one.*

Each customer and user relationship is a journey, and each journey involves specific encounters, milestones and sign posts over weeks, months, or years. To proactively shape the journeys that your customers have with your organization, service or product, you must understand their experience in all its facets.

## OUR SERVICE

Akendi is expert in customer and user journey mapping. This technique captures the customer experience lifecycle and each touch point along the way to provide you with insights such as:

- Which touch points impact customer retention and which don't.
- Which touch points fulfill their intended value and which don't.
- Gaps in the customer experience that are experienced during the journey, end-to-end.
- Where too little effort or investment is harming the brand and the product or service experience.

## Duration

On average, journey mapping projects range from two to four months in duration.

## ABOUT AKENDI

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer and user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

## BENEFITS

- Prioritizes business and ecosystem investments in high-value areas
- Shapes the journey that customers take with your organization, service or product
- Identifies gaps in the customer experience
- Improves usage, retention and completion rates

## CALL FOR A CONSULTATION

Learn how our human-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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## OUR JOURNEY MAPPING PROCESS

### Define Experience

- Identify values and goals
- Understand business model

### Research

- Workshops with stakeholders
- Interviews and surveys with end customers and users

### Analyze Research

- Apply to mapping canvas
- Deepen understanding through surveys

### Visualize Journey Map

- Distill and communicate
- Engage stakeholders
- Capture actionable outcomes

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## OUR APPROACH

Our established process for experience mapping includes these steps:

- Mapping sessions with internal stakeholders that have exposure to customers (e.g. business, sales, support, service staff)
- Surveys, observation and in-depth interviews with your customers, users and clients to flesh out and validate the experience matrix
- Capturing the goals of the complete experience, including customer experience points and painpoints, and key performance indicators for the overall experience

Where warranted, additional specific research initiatives may be undertaken to sharpen the journey map or better understand particular touch point experiences.

Next, we will create a comprehensive experience matrix of experience points that encompasses initial awareness of the product and service through to usage, support, upgrade, and resale or disposal.

We will assess each experience point on the journey map to provide you with baseline information to use for benchmarking and comparison to competitors. The journey map is a powerful tool that you can use to pinpoint areas for improvement, create competitive differentiation, and to bridge gaps to ensure the quality of your customers' experiences.

## CONTACT US

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Journey Map example

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