

Customer Journey Mapping for Retail

In today's Retail environment, "experience" is everything; but understanding the experiences our customers go through can be difficult at best. Enter journey mapping; a process for understanding and evaluating the various end-to-end experiences your customer has with your brand to create empathy, align teams and uncover opportunities for improvement.



RETAIL JOURNEY MAPPING PROCESS

1 Assemble the primary mapping team <ul style="list-style-type: none">• This team investigates, collaborates, researches, analyzes, documents and <i>evangelizes</i> the results.• Balance skillsets: UX/design, analytics/data science, business and project management.• TIP: Include reps from all your primary channels (e.g. digital, physical, call center) to improve buy-in.	2 Identify the journey to map <ul style="list-style-type: none">• Likely no <i>right</i> customer journey to map but many meaningful ones.• No customer or customer journey is the same.• TIP: Align with company growth strategy. Avoid mapping multiple journeys at once.	3 Inventory key touchpoints and identify associated owners <ul style="list-style-type: none">• Touchpoint = interaction between customer and brand.• Document (screenshot or photograph) every touchpoint on the journey.• TIP: Consider the gaps between touchpoints too.	4 Identify, onboard, and interview key stakeholders <ul style="list-style-type: none">• Identify business owner/group/division responsible for each touchpoint experience.• Include & interview those stakeholders.• TIP: Gather previous research during these interviews.
5 Collect existing research and data (secondary research) <ul style="list-style-type: none">• Collect any existing research or data, ask about studies in-progress.• Goal is to understand how your customers experience your products and services.• TIP: Stay organized — data can pile up rapidly.	6 Analyze existing research and data <ul style="list-style-type: none">• Start building your customer journey narrative.• Overlay research onto touchpoints.• Themes will emerge and narrative will take shape.• TIP: Use stakeholders or additional staff to share the load and boost ownership of the insights.	7 Plan and conduct additional research (primary research) <ul style="list-style-type: none">• Connect the dots by observing and speaking with customers and staff.• Use a mixed-methods research approach.• TIP: Involve stakeholders or key champions by taking them on a customer safari!	8 Analyze primary research <ul style="list-style-type: none">• Overlay additional insights onto existing narrative structure to build a more complete picture.• Highlight and contextualize customer pain points and opportunities.• TIP: Consider involving stakeholders and store staff to provide color commentary.
9 Visualize <ul style="list-style-type: none">• Many formats exist, from static posters to interactive visual narratives.• Follow a narrative structure and bring forth the customer voice.• TIP: A storyboard artist will save time and visually communicate the emotional side of the narrative.	10 Validate with customers and staff <ul style="list-style-type: none">• First audience should be the protagonists of your story: customers and staff.• Journey review workshops validate the story and gain insights to add into the map.• TIP: Pair customers and staff in the same workshop for interesting dialogue.	11 Conduct roadshows <ul style="list-style-type: none">• Less about the map itself and more about conversations the map enables.• Assemble cross-functional groups of stakeholders to read and discuss.• TIP: Invite customers and staff to tell their own stories through the map.	12 Translate insights into action <ul style="list-style-type: none">• Focus on maintaining a holistic view of the customer experience.• Don't let everyone retreat back into their silos!• TIP: Post the map publicly; assemble teams around it for daily standups.

COMMON RETAIL TOUCHPOINTS

Marketing & Advertising

- ☐ Physical advertising: magazine/print, outdoor ads
- ☐ Broadcast advertising: TV, radio
- ☐ Digital advertising: banners, email marketing, video
- ☐ 3rd party online content: blogs, articles

Web

- ☐ Brand website(s): desktop, tablet & mobile
- ☐ Brand microsites
- ☐ Brand mobile apps
- ☐ Affiliate / wholesaler websites

Physical Store(s)

- ☐ Visual merchandising in-store
- ☐ Interactive digital experiences in store
- ☐ Digital advertising in stores
- ☐ Mobile transaction in stores
- ☐ Physical wholesale store(s)
- ☐ In-person conversation with store employee
- ☐ Call/txt/email w/ store employee

Call Center

- ☐ Call center IVR system / menu
- ☐ Call/txt/email/chat w/ call center employee

Social Media

- ☐ Social media (organic conversation)
- ☐ Social media (advertising)
- ☐ Social media (your brand's profiles and activity)

Post-Purchase

- ☐ Post purchase communications: order confirmation, shipping emails & SMS messages
- ☐ Unboxing experience (store & online orders)
- ☐ Product tags, instructions (care, installation, how to etc.)
- ☐ Product first use / run experience
- ☐ Product use over time
- ☐ Product support service
- ☐ Product return process

Other

- ☐ Loyalty program communications
- ☐ Brand event (training, volunteer, celebration, sponsorship)

SOURCES FOR QUICK CUSTOMER EXPERIENCE INSIGHT

- ☐ Stakeholder interviews
- ☐ Web analytics & clickstream data
- ☐ Sales data
- ☐ Product reviews
- ☐ Employee surveys
- ☐ In-store analytics
- ☐ Call center logs
- ☐ Returns data
- ☐ Customer data warehouse
- ☐ VOC (Voice of Customer) program / social media
- ☐ Industry studies
- ☐ Market research studies

RESEARCH METHODS FOR DEEPER INSIGHT

- ☐ Observations
- ☐ Surveys (customers & staff, in-store and online)
- ☐ Contextual Interviews (customers & staff, in-store and online)
- ☐ Diary studies / mobile ethnography (customers & staff)
- ☐ Store employee shadowing
- ☐ Customer shop-alongs
- ☐ Day-in-the-life of a department, time lapse video
- ☐ Customer mystery shopping
- ☐ Empathy maps (customers & staff)
- ☐ Focus groups (customers & staff)
- ☐ Competitive analysis field trips (other stores)

RECOMMENDED RESOURCES

Mapping Experiences

A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams
By James Kalbach, 2016

Guide to Experience Mapping

www.mappingexperiences.com
By Adaptive Path

ABOUT THE SPEAKER



ALLAN KEMPSON has spent the last 14 years researching, designing, and evangelizing user experience as both a consultant and in-house practitioner for clients such as Microsoft, REI, Gates Foundation, AT&T, T-Mobile, Allstate, and Electronic Arts. He has a Masters of Science in Human Computer Interaction from DePaul University and teaches User Experience at Seattle's School for Visual Concepts.

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