

# Customer Journey Mapping

- Kubi Springer



# CUSTOMER NEEDS

**HAPPINESS**

**LOVE**

**SADNESS**

**FEAR**

**ANGER**

Amazed  
Delighted  
Blissful  
Ecstatic  
Amused  
Joyful  
Content  
Glad  
Pleaser  
Fulfilled  
Satisfied  
Relaxed

Loved/Loving  
Cared for/Caring  
Grateful  
Thankful  
Compassionate  
Open Hearted  
Affection  
Appreciative  
Moved  
Touched  
Friendly  
Sympathetic

Uncomfortable  
Lonely  
Discouraged  
Irritated  
Disappointed  
Regretful  
Hurt  
Heartbroken  
Depressed  
Miserable  
Grief  
Devastated

Concerned  
Perplexed  
Restless  
Uncertain  
Fragile  
Insecure  
Remorseful  
Helpless  
Overwhelmed  
Afraid  
Scared  
Terrified

Unquiet  
Upset  
Stressed  
Impatient  
Disconnected  
Tensed  
Withdrawn  
Bitter  
Hostile  
Furious  
Rage  
Resentful

**WHEN OUR NEEDS ARE MET**

**WHEN OUR NEEDS ARE NOT MET**

# Let's Do The Work!

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1. What are your customer needs?

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2. How can you solve their problem?

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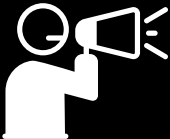
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# CUSTOMER JOURNEY



  
Public Relations

  
Reviews

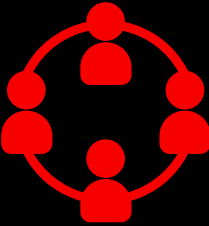
  
Store

  
Knowledge Base

  
Radio/TV

  
E-mail

  
Social Ads

  
Community

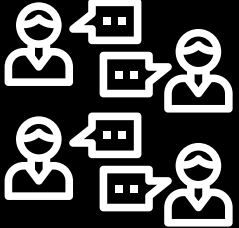
  
Online Ads

  
Webshop

  
Blogs


  
Newsletter

  
Social Media

  
Word of Mouth

  
Blogs

  
Media

  
Direct Mail

  
Website

  
Contact Center

  
Loyalty Programme

  
FAQ

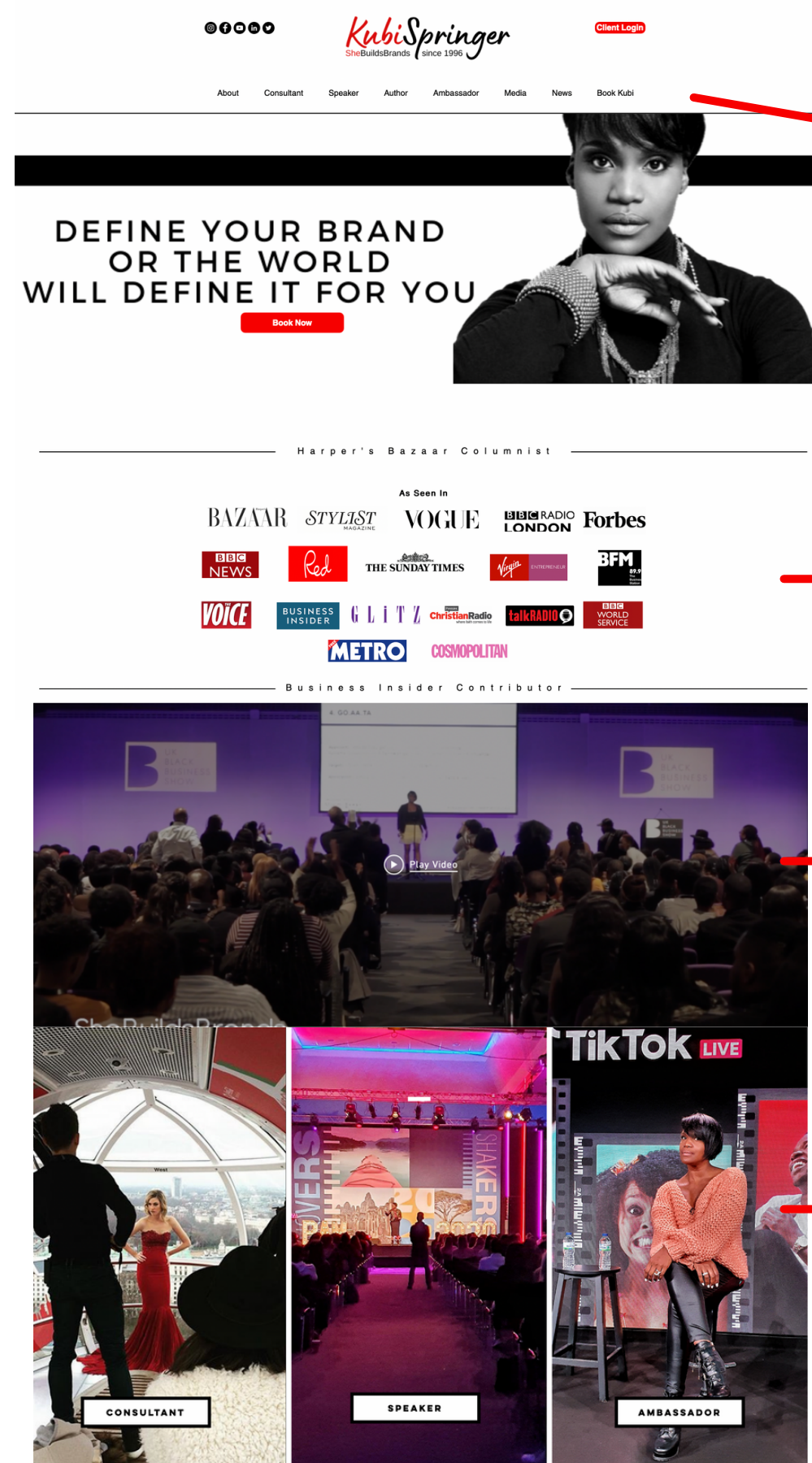
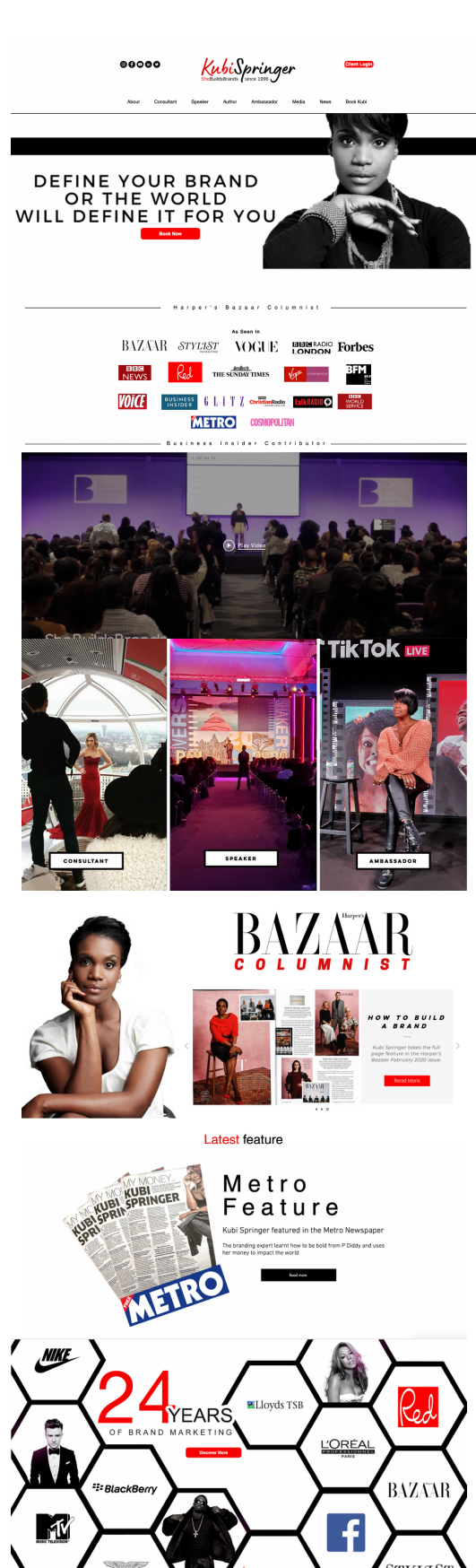
# CUSTOMER JOURNEY MAPPING

	<b>AWARENESS</b>	<b>CONSIDERATION</b>	<b>PURCHASE</b>	<b>REPEAT</b>	<b>ADVOCACY</b>
<b>USER ACTIONS</b>	<ul style="list-style-type: none"> <li>- Learn about the brand</li> <li>- Engage with content</li> <li>- Share content</li> </ul>	<ul style="list-style-type: none"> <li>- Experience the brand</li> <li>- Identify themselves with the brand</li> <li>- Share brand stories</li> </ul>	<ul style="list-style-type: none"> <li>- Instant and emotive buying</li> <li>- Convenient and reactionary buying</li> </ul>	<ul style="list-style-type: none"> <li>- Use the discount codes</li> <li>- Give back</li> <li>- Be the first in the know</li> </ul>	<ul style="list-style-type: none"> <li>- Contributors to share their stories</li> <li>- Customer reviews</li> <li>- Customer sign up to affiliate program</li> </ul>
<b>TOUCH POINTS</b>	<ul style="list-style-type: none"> <li>- PR</li> <li>- Social Media</li> <li>- Micro-Influencers</li> <li>- Influencers</li> </ul>	<ul style="list-style-type: none"> <li>- Digital Hub</li> <li>- Partnerships</li> <li>- Event Experiences</li> <li>- Runway</li> </ul>	<ul style="list-style-type: none"> <li>- IG Shop</li> <li>- Facebook Shop</li> <li>- Integrated Product Shopping in the Hub</li> <li>- Pop-Ups</li> </ul>	<ul style="list-style-type: none"> <li>- Digital Hub</li> <li>- E-Marketing</li> </ul>	<ul style="list-style-type: none"> <li>- Event Experiences</li> <li>- Digital Hub</li> <li>- Influencers</li> <li>- Social Media</li> </ul>
<b>BACKEND PEOPLE</b>	<ul style="list-style-type: none"> <li>- PR Agency</li> <li>- Internal Comms</li> <li>- Content Creators</li> <li>- Influencer Agencies</li> </ul>	<ul style="list-style-type: none"> <li>- Web Developer</li> <li>- Partnership Coordinator</li> <li>- Event Manager(s)</li> </ul>	<ul style="list-style-type: none"> <li>- Digital Executive</li> <li>- Product Marketing Executives</li> <li>- Web Developer</li> </ul>	<ul style="list-style-type: none"> <li>- Content Creators</li> <li>- Card Partner</li> <li>- Digital Executive</li> <li>- PR Agency</li> </ul>	<ul style="list-style-type: none"> <li>- Regional Partners</li> <li>- Content Creators</li> <li>- Digital Executive</li> </ul>
<b>PROCESSES &amp; SYSTEMS</b>	<ul style="list-style-type: none"> <li>- Brand Guidelines</li> <li>- PR &amp; Social Media Guidelines</li> <li>- Influencer Agreements</li> </ul>	<ul style="list-style-type: none"> <li>- Website Schematic</li> <li>- Contributor Progress for Work Submission</li> <li>- Event Health &amp; Safety Procedures</li> </ul>	<ul style="list-style-type: none"> <li>- Connectivity between the marketing, sales and fulfilment teams</li> <li>- CRM database</li> </ul>	<ul style="list-style-type: none"> <li>- CRM Systems</li> <li>- Partnership Agreements</li> </ul>	<ul style="list-style-type: none"> <li>- International Event Guidelines</li> <li>- International Insurances</li> </ul>

# CUSTOMER JOURNEY MAP

	<b>AWARENESS</b>	<b>CONSIDERATION</b>	<b>PURCHASE</b>	<b>REPEAT</b>	<b>ADVOCACY</b>
<b>USER ACTIONS</b>					
<b>TOUCH POINTS</b>					
<b>BACKEND PEOPLE</b>					
<b>PROCESSES &amp; SYSTEMS</b>					

# Customer Journey Mapping



Awareness

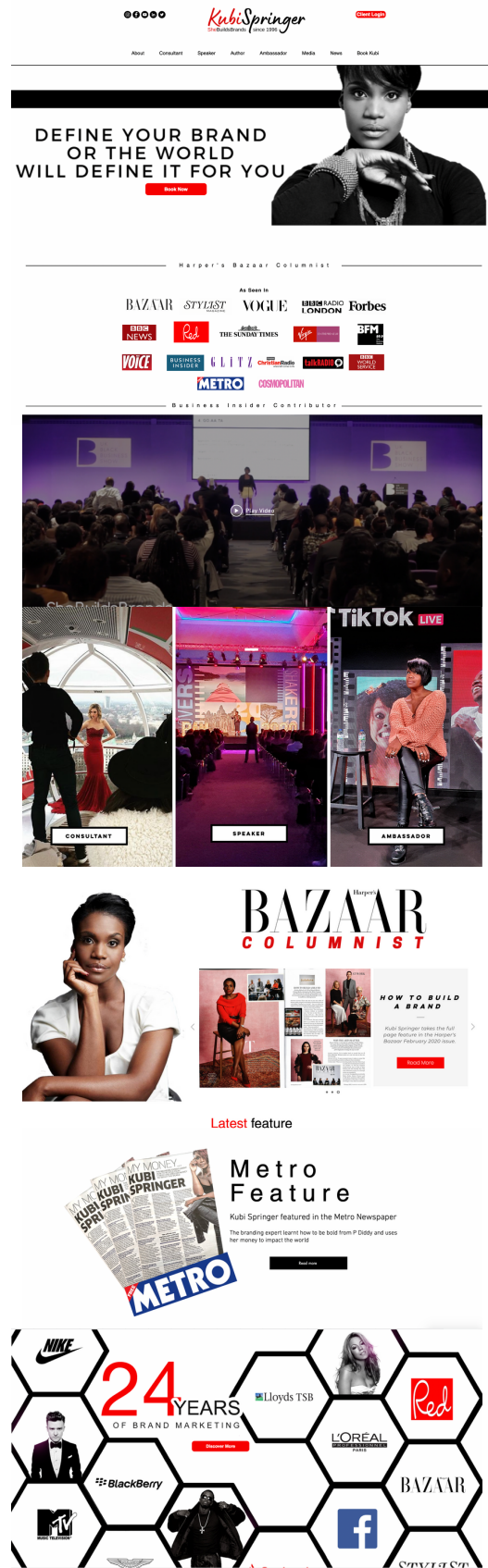
Banner = Conversion

Press logos = Consideration

Showreel = Evaluation

Boxes = Link to purchase

# Customer Journey Mapping



## BAZAAR COLUMNIST



→ Press Coverage = Consideration

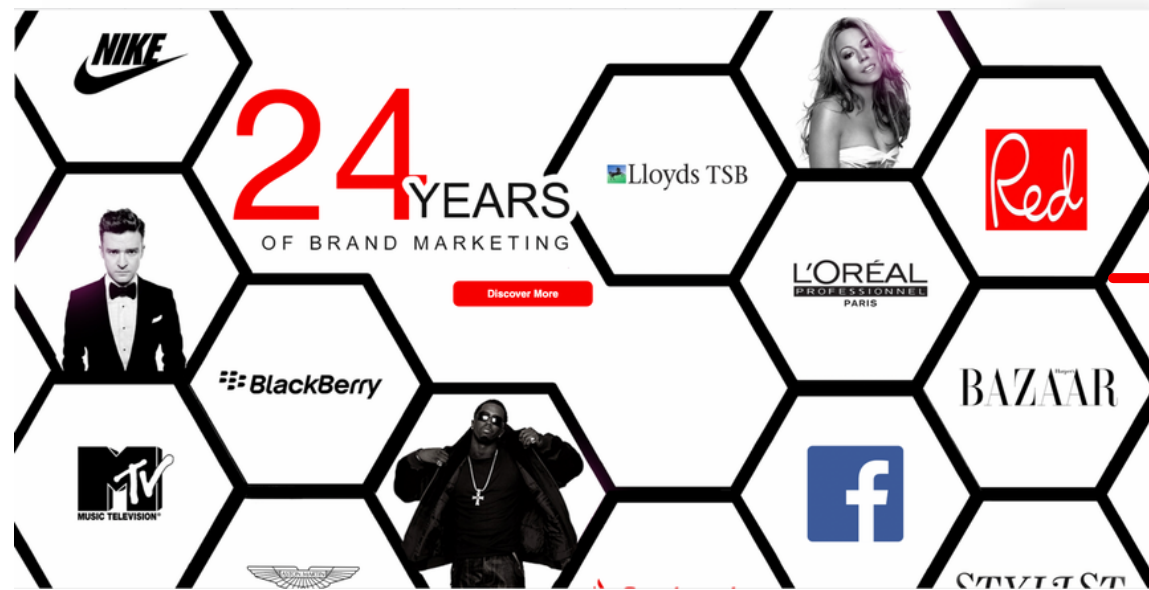
Latest feature



## Metro Feature

Kubi Springer featured in the Metro Newspaper  
The branding expert learnt how to be bold from P Diddy and uses her money to impact the world

→ Press Coverage = Consideration



→ Banner = Awareness



# 7 Essential Tips To Enhance Your Customer Experience with Effective Web Design

- Make your website design elegant
- Optimise website loading time
- Optimise your website for mobile devices
- Create scan able content
- Include review and testimonial section
- Offer value with newsletters
- Improve your customer service



document prepared by  
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[SheBuildsBrands.com](https://SheBuildsBrands.com)