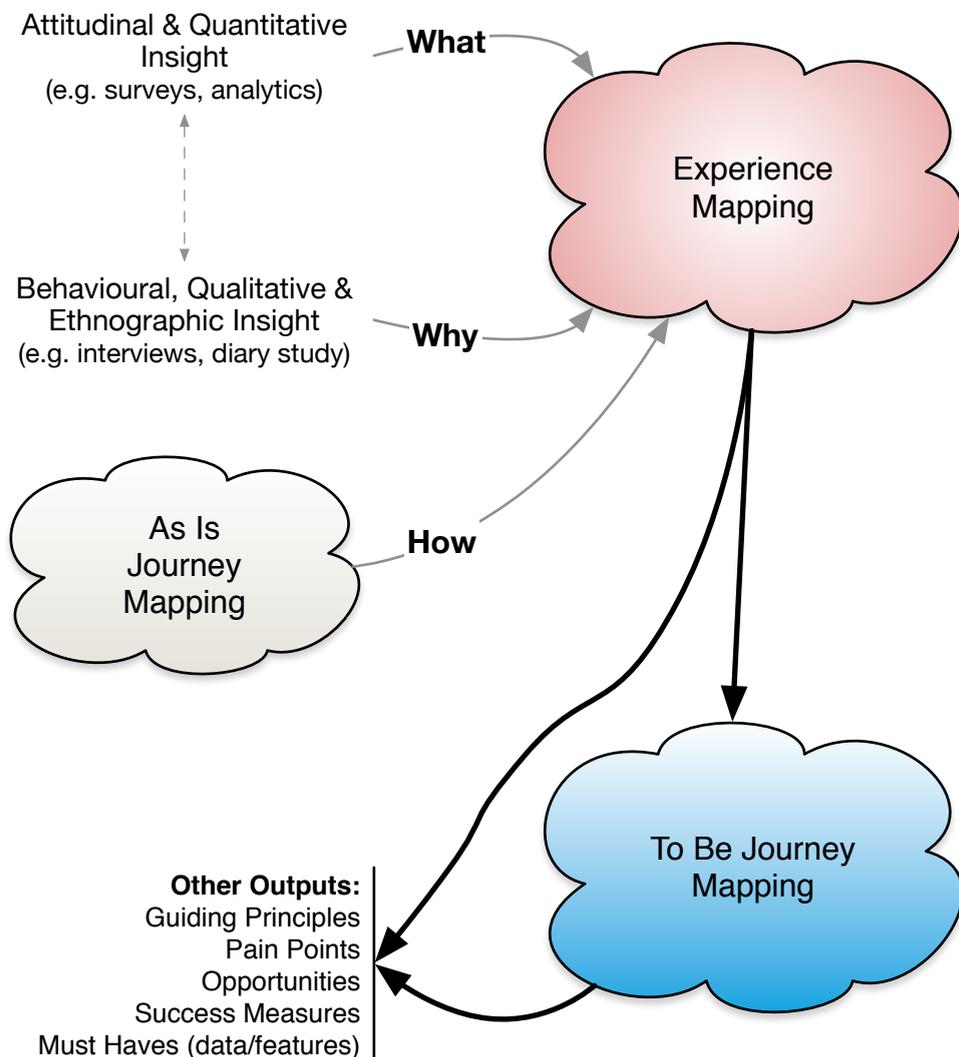


# Experience Mapping versus Journey Mapping



## What is it?

A representation of a person's psychological and physical process across the end to end journey of a significant event (e.g. annual holiday, buying a car). It starts from the trigger of the journey to the very end point of the experience.

## What does it tell us?

The drivers of customer behaviour. What a person is thinking, doing and feeling; their frustrations; their needs and wants, and the goals that they are trying to achieve.

## How can it be used?

To give a truly customer centric view of the service/experience/product that a business provides; but not limited to just the interactions with the service/experience/product - all influencing factors are included.

This allows for the identification of pain points and opportunities, and allows solutions to be crafted for these. These solutions enhance a customer's experience and drives value into a business (via increased sales, customer satisfaction and loyalty and opportunities to reduce waste and cost).

## What is it?

A representation of the ideal interactions that a person has with a product/service/experience, across the end to end journey. What channel and/or platform they interact with and what they are trying to accomplish during that interaction.

## What does it tell us?

What a customer is trying to achieve at each interaction, what goal they are trying to fulfil and what a business needs to do to help them to achieve this. It also gives a clear understanding of the transition between channels, and provides insight on what a customer needs to best move seamlessly between channels.

## How can it be used?

Identify and prioritise requirements/projects; identify KPIs for measuring the efficacy of projects across the customer journey.