

Customer Journey - Sample

Purpose

This document details specific steps within a particular user journey through a website. Note that only one task is listed within this sample. A complete document would display multiple user tasks in a variety of user states

Tab Descriptions

Tab	Description
Journey-Stages	Defines the stages in a user journey and user states.
Personas	Lists user personas.
Task - Purchase an Offering	One sample task with specific steps and associated content needs.

Customer Journey - Stages and User States

Stage in Journey	Definition
Discovery	Discovers the organization through an inquiry due to need
Awareness	Becomes more aware of product or services offered
Familiarity	Gains familiarity with organization and its offerings or a specific offering
Consideration	Considers converting (E.g., purchase a product, download a whitepaper, etc)
New Consumer	Converts by purchasing a product or service
Existing Consumer	Has converted again measured through several types of conversion metrics (not just purchase)
Loyalty	Is loyal to the brand and continues to return for more offerings
Advocacy/Influencer	Advocates for the brand
User States	Definition
Anonymous	New visitor to the experience, only clickstream and behavior is known
Recognized	Has been to the website; may or may not possess a profile
Known	Has a user profile and is logged in
Known / Repeat	Has a user profile and returns frequently

Customer Journey - Sample Personas

Personas
Sheila the Surgical Shopper
Nora the Notetaker
Evan the Experienced Expert
Joan the Job Seeker
Ingrid the Investor
Mark the Media Wiz
Alan the Advocate

Customer Journey - Sample Task

Persona	Journey Stage	User State	Channel	Step in Journey	Content
Shiela Surgical Shopper	Discovery	Anonymous	Desktop Website	1. Conducts search on X	Messaging to support high-priority content
Shiela Surgical Shopper	Awareness	Anonymous	Desktop Website	2. Lands on website and peruses	Information related keyword follows user in specific modules (See Content Model)
Shiela Surgical Shopper	Familiarity	Anonymous	Desktop Website	3. Browses service offerings	Information related to keyword as well as any areas of interest indicated by browse path
Shiela Surgical Shopper	Consideration	Recognized	Desktop Website	4. Returns to site from competitor comparison	Competitive differentiation content for specific offering.
Shiela Surgical Shopper	Consideration	Recognized	Desktop Website	5. Hones in on specific service	Curated, syndicated and User Generated Content emphasizing product strengths
Shiela Surgical Shopper	New Consumer	Known	Desktop Website	6. Adds to cart / checks out	Cross-sell content
Shiela Surgical Shopper	Existing Consumer	Known / Repeat	Desktop Website	7. Returns to site post-purchase for support	Product updates, accessory updates, related products
Shiela Surgical Shopper	Existing Consumer	Known / Repeat	Desktop Website	8. Purchases accessory to product	DIY content related to product and accessory
Shiela Surgical Shopper	Loyalty	Known / Repeat	Desktop Website	9. Buys additional products during holiday season	Event content (triggered by email lead-in)
Shiela Surgical Shopper	Advocacy/Influencer	Known / Repeat	Desktop Website	10. Writes about product on blog	Influencer content (showcasing new products, analyst reports on product)