

User Experience Mapping

WHAT IS USER EXPERIENCE MAPPING?

User Experience Mapping, also known as **Customer Journey Mapping (CJM)** is a powerful technique for understanding what motivates your customers - what their needs are, their hesitations, and concerns. Although most organizations are reasonably good at gathering data about their customers, data alone fails to communicate the frustrations and experiences the customer experienced. A story can do that, and one of the best storytelling tools in business is the user experience map.

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BASIC CONCEPTS OF USER EXPERIENCE MAPS

The aim of creating user experience map is to identify and address the pain points of your customers.

- 1) Creating a user persona.
- 2) Define customer stages including the customer's motives and goals.
- 3) Define customer interactions.
- 4) User Testing.
- 5) Identify problems faced by customers.
- 6) Address the problems.





Why we need User Experience Mapping?

Having a good understanding of your customer's journey helps you gain benefits like:

- Having a big picture of your customer's journey
- Making collaboration between design, tech, and business groups easy and effective
- Optimize the user experience by identifying and addressing the negative user experience
- Optimized conversion funnel as you worked on friction points
- Identify the customer leak points, address them, and get the opportunity to bring them onboard again
- Better customer experience journey designing

Experience map builds knowledge and user understanding across the team and stakeholders.

