

Current state customer journey map

A customer journey map can help you and your team to visualize your customers’ relationships with your org and product. Creating one is super useful for measuring the customer’s experience, something which can be a little abstract and hard to visualize. This helps everyone involved in the product to see it from the user’s point of view, pinpoint potential improvement opportunities, and unearth pain points.

Current state customer journey maps help you visualize a user’s experience as it is today. They’re fact-based maps that create an accurate current state journey map. Below is a simple example of a customer journey map, which focuses on the emotions and typical questions a customer experiences throughout their journey.

	Research	Comparison	Workshop	Quote	Sign-off
Typical questions	How do I create an app?	What should I look out for in an app developer?	How can I understand if the platform will be successful?	How does it compare?	What else do I need to do to set up the business?
	What platform should I use?	Who have they worked with before?	Who’s going to be the product owner?	What are my other business opportunities?	When will I get the finished product?
	What will the cost be?	What’s the quality in		Do I want to make	

Emotions / feelings	How will I protect my ideas?	comparison to the cost? What can they offer in terms of capabilities?		this jump? How can I fund this?	
	Enthusiastic. Protective. Curious. Ready to dive in.	Uncertain. Discretionary. Subjective. Carefully weighing pros and cons. Focused on time, cost, and quality.	Inspired and eager. Has a full understanding of the required workload.	Revising former ideas and weighing up options. Justifying decisions with family or business partners. Validating internally that it's the right decision.	Keen to see fast results. Optimistic. Anxious and nervous.
	We need to...	Ensure we're found. Be present, instill	Explain the process of app development.	Explain what's involved clearly so they understand	Show why you're the best team for the job. Keep them informed with relevant info.

	confidence and give them a reason to make contact.	Demonstrate best practices. Highlight past success, and be open and honest.	fully. Establish that you'll be there to guide through the process.	Justify pricing with enough info and answers to critical questions.	Frequently communicate and set clear expectations. Ask for constant feedback. Ensure everyone is on the same page.
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