

Startup management

Understanding Customers

FRI 63749B

Customer experience

Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company

Target Customers

- Demographics
- Lifestyle
- Needs/desires
- Hopes/aspirations
- Fears/concerns
- Product purchase behaviour
- Product usage behaviour

Personas

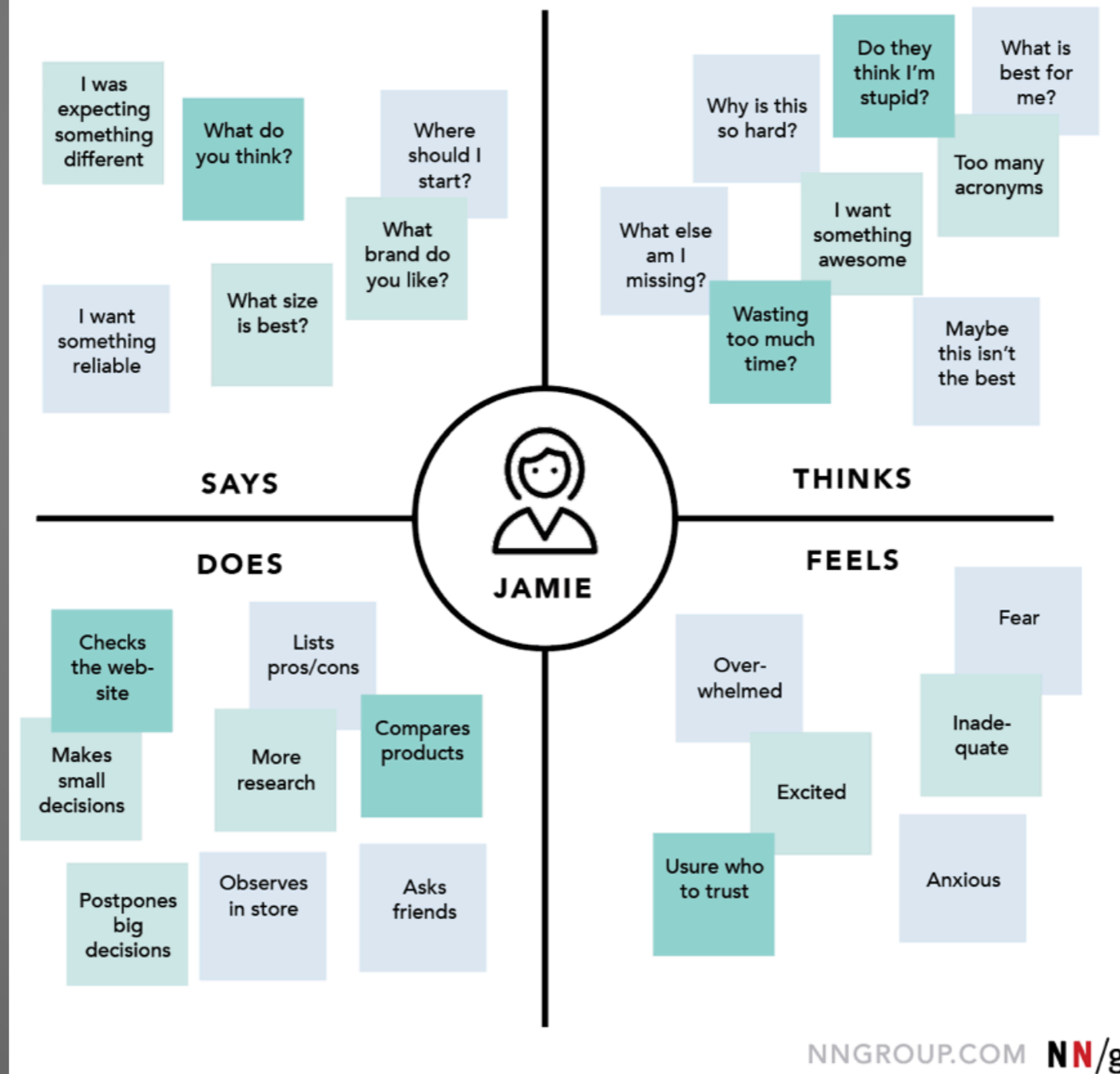
personas are fictional characters created to represent the different user types that might use a site, brand, or product in a similar way

Personas

- Name and description
- Personality
- Interests
- Reasons to use/buy our product
- Skills
- Tech Saviness

Empathy Map

EMPATHY MAP Example (Buying a TV)



Stakeholders



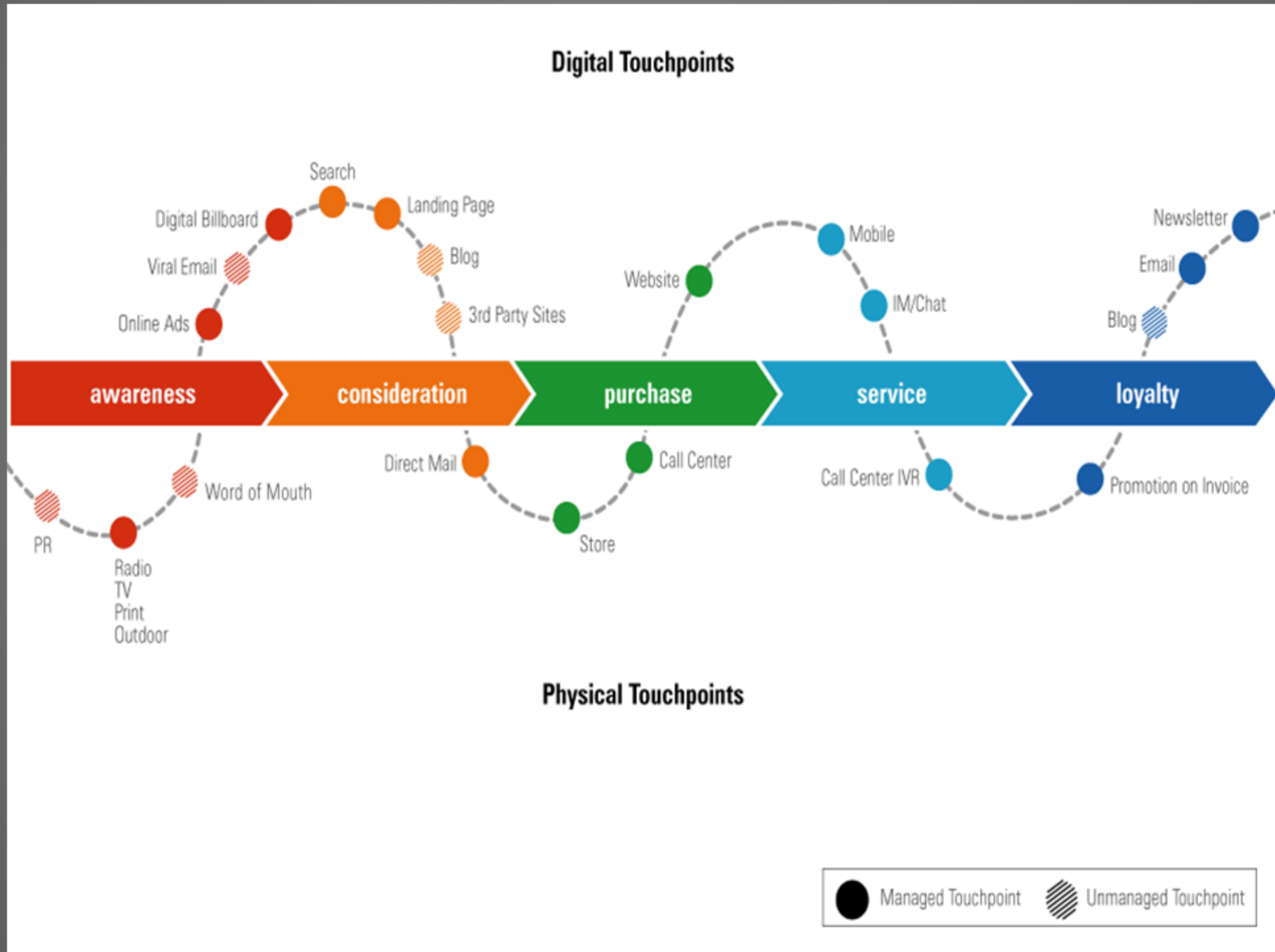
Touchpoints

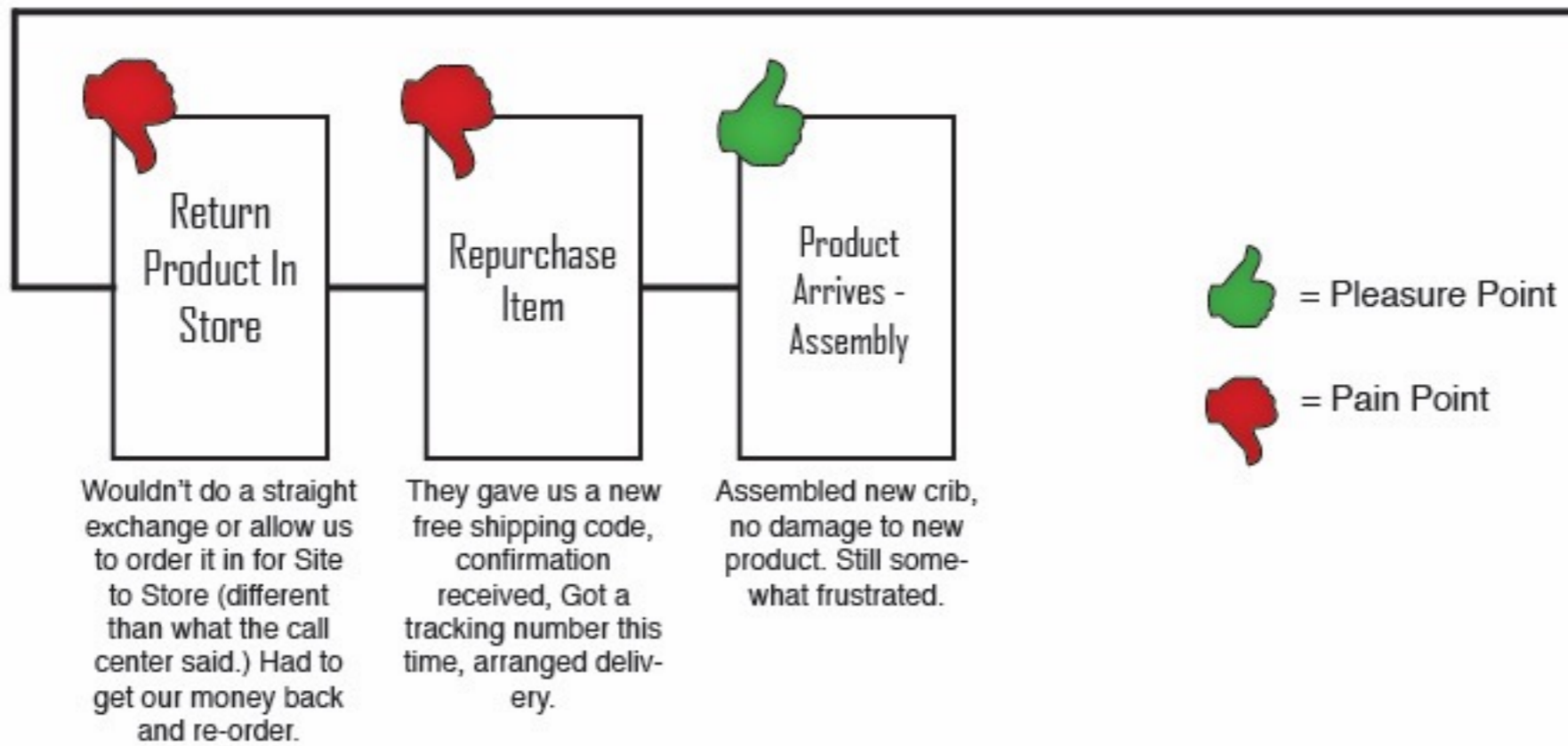
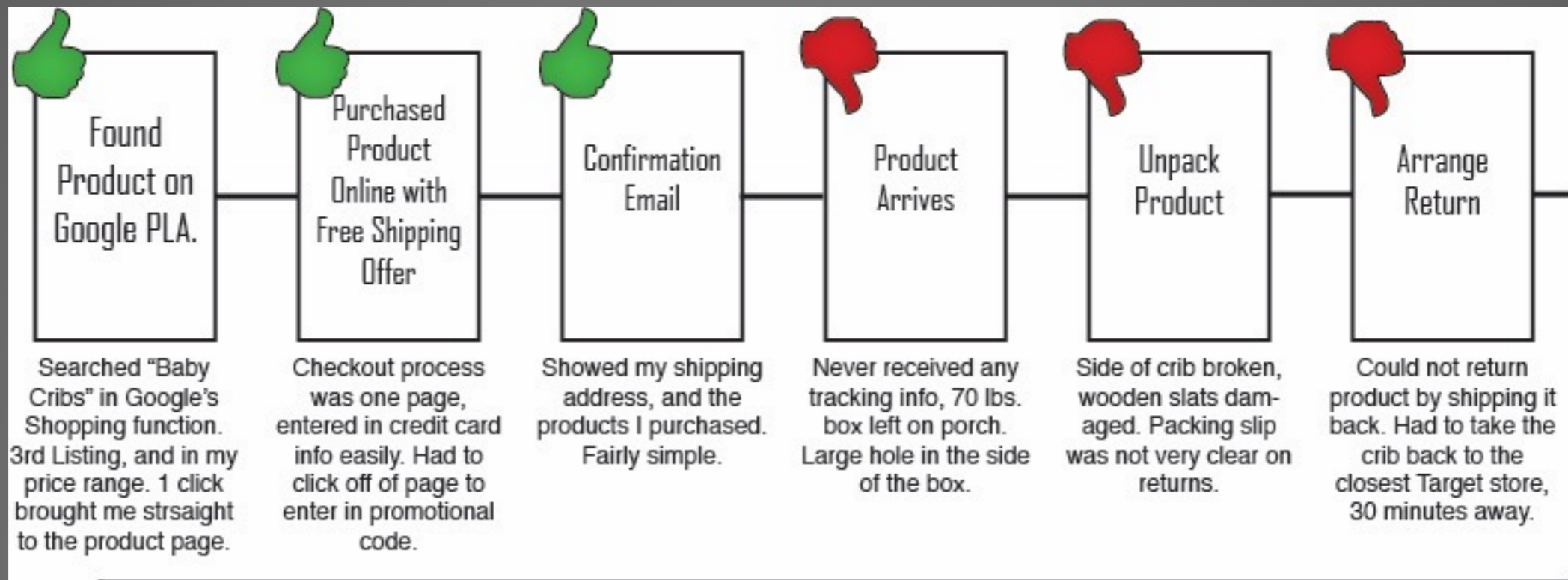
- awareness
- consideration
- buy-in/purchase
- service/product
- loyalty

Actions

- **Attract** – How are customers attracted to and informed of the service or product?
- **Accept** – How does the customer enter into dealings with your organisation?
- **Adopt** – How does the customer interact throughout the entire experience?
- **Amplify** – How do you leave the customer feeling at the end of the interaction?
- **Advance** – How do you follow up with customers and extend the current relationship?

TP MAP





Template

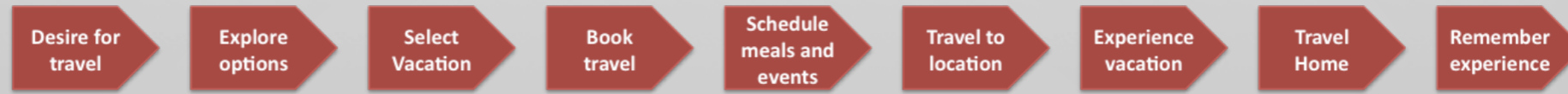
What touch-points are available for you to move customer through the phases?



Example of Customer Journey Map for Online Travel Agency

Persona	Goal
Donna Redding, Suburban mom	Go on a family vacation

Stages of journey



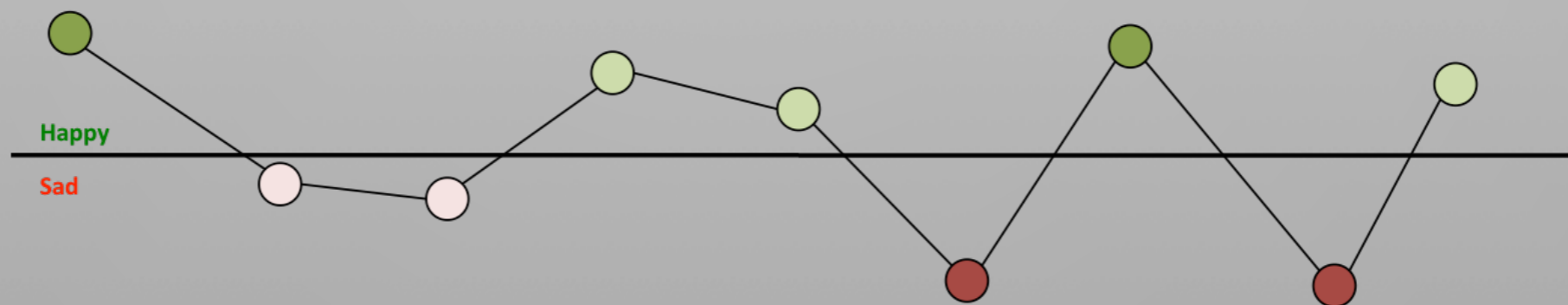
Customer needs and activities

- | | | | | | | | | |
|---|---|---|--|---|--|---|--|---|
| <ul style="list-style-type: none"> Find out about school vacations Find out about family events | <ul style="list-style-type: none"> Discuss with family Discuss with friends Read magazines Review online travel sites Get sense of costs | <ul style="list-style-type: none"> Discuss with family Search online for details on top options | <ul style="list-style-type: none"> Book cheapest flight and hotel that meets needs of the entire family | <ul style="list-style-type: none"> Book a few reservations for dinner nearby Find and book a couple of interesting tours and excursions | <ul style="list-style-type: none"> Figure out what to pack and pack family Print tickets and travel information Plan for transportation to and from airport | <ul style="list-style-type: none"> Arrange for activities at hotel Keep track of all of things that have been scheduled Post fun stuff on Facebook | <ul style="list-style-type: none"> Pack up family Plan for food and meals during the trip Plan for transportation to and from airport | <ul style="list-style-type: none"> Create digital photo album Send pictures to friends and family Tell people about the good and bad parts |
|---|---|---|--|---|--|---|--|---|

Expectations for online travel agency (Customer perception of experience: **Good** | Neutral | **Bad**)

- | | | | | | | | | |
|--|---|--|--|--|---|--|---|--|
| <ul style="list-style-type: none"> None | <ul style="list-style-type: none"> Compare prices of different travel destinations and packages | <ul style="list-style-type: none"> Compare prices of different itineraries | <ul style="list-style-type: none"> Book cheapest flight that meets needs Book cheapest hotel that meets needs | <ul style="list-style-type: none"> None | <ul style="list-style-type: none"> Notify when flights are late Rebook flights when there is a missed connection | <ul style="list-style-type: none"> None | <ul style="list-style-type: none"> Notify when flights are late Rebook flights when there is a missed connection | <ul style="list-style-type: none"> None |
|--|---|--|--|--|---|--|---|--|

Emotional state of persona



Potential opportunities for improvement

- | | | | | | | | |
|---|--|--|---|--|--|--|--|
| <ul style="list-style-type: none"> Offer sample itineraries for family vacations | <ul style="list-style-type: none"> Allow searches across multiple destinations, e.g., lowest cost options anywhere in Caribbean | <ul style="list-style-type: none"> Provide reviews of hotels from previous families on vacation at hotels | <ul style="list-style-type: none"> Explore closing "white space" with vacation scheduling that includes restaurants & excursions | <ul style="list-style-type: none"> Develop proactive rebooking based on family traveler profile | <ul style="list-style-type: none"> Explore closing "white space" by sending targeted offers based on family itinerary | <ul style="list-style-type: none"> Develop proactive rebooking based on family traveler profile | <ul style="list-style-type: none"> Provide capability to easily share photos, comments and details of itinerary |
|---|--|--|---|--|--|--|--|

Assignment

- create personas/scenarios for your customers
- create touchpoint map for your service