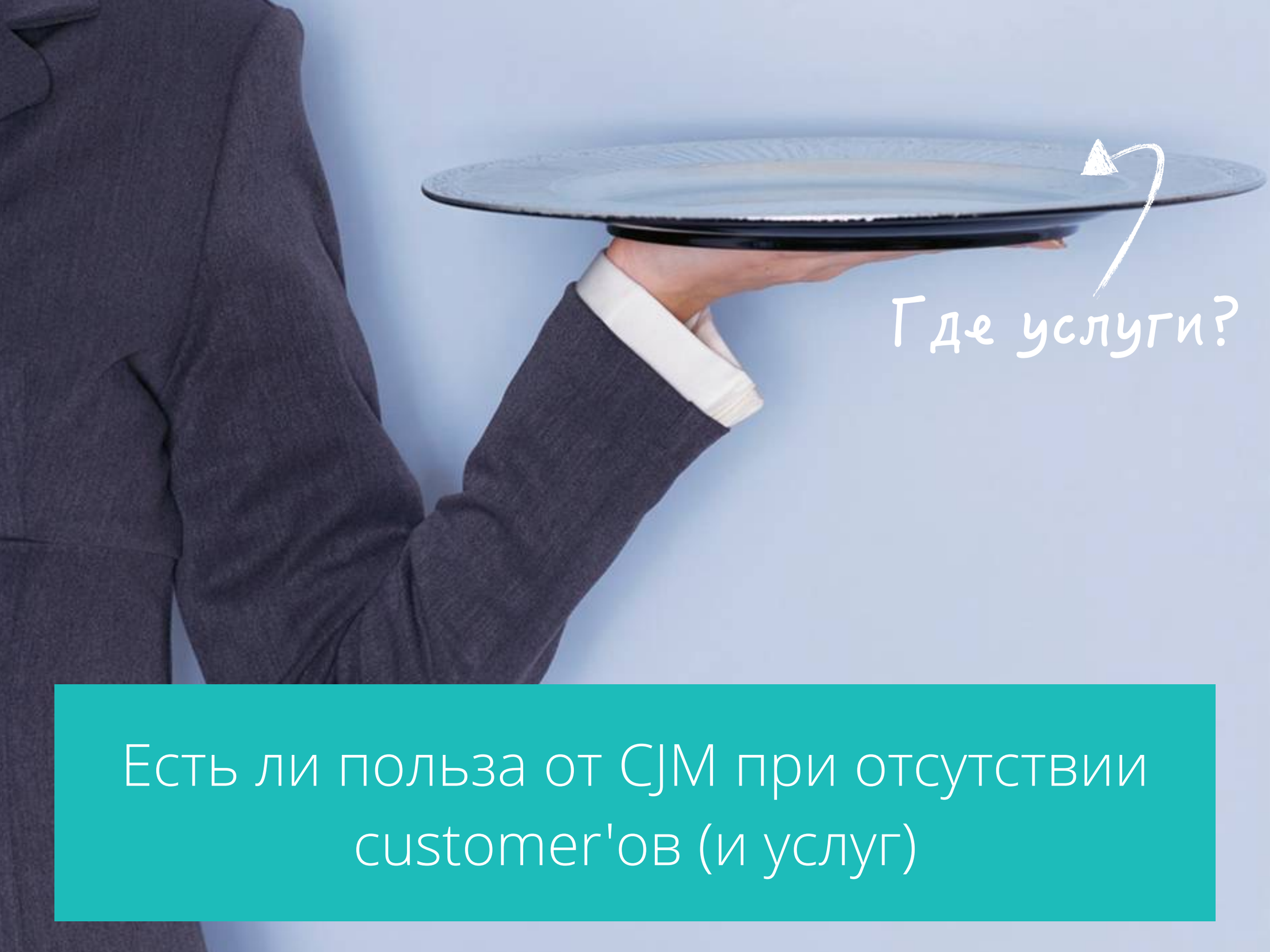


Есть ли польза от CJM при отсутствии customer'ов (и услуг)

Никита Ефимов

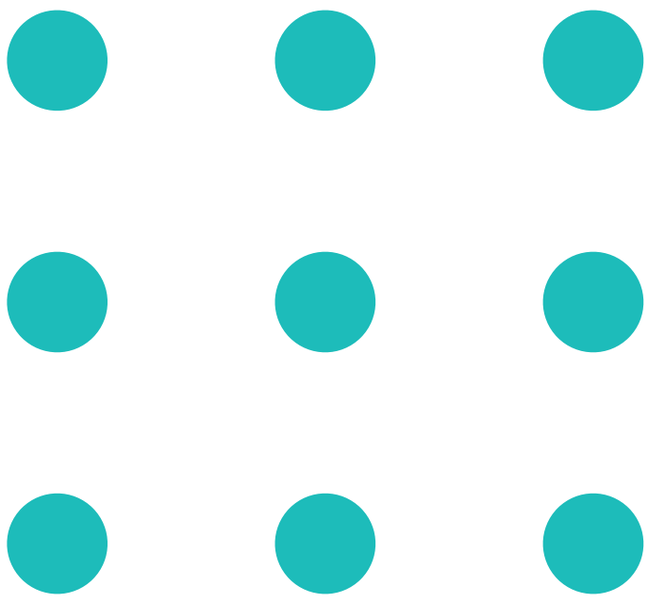
efimov.nikita@gmail.com

ITMINE

UXPRESSO
интерфейсы со вкусом

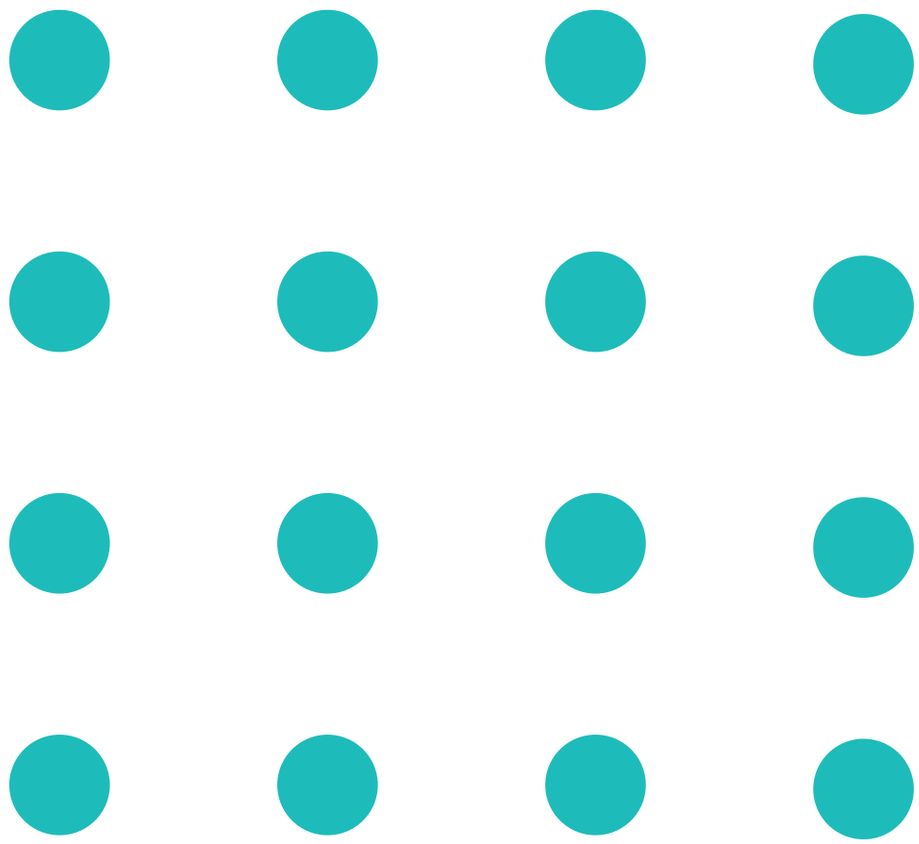
Разомнемся?

Загадка



9 точек

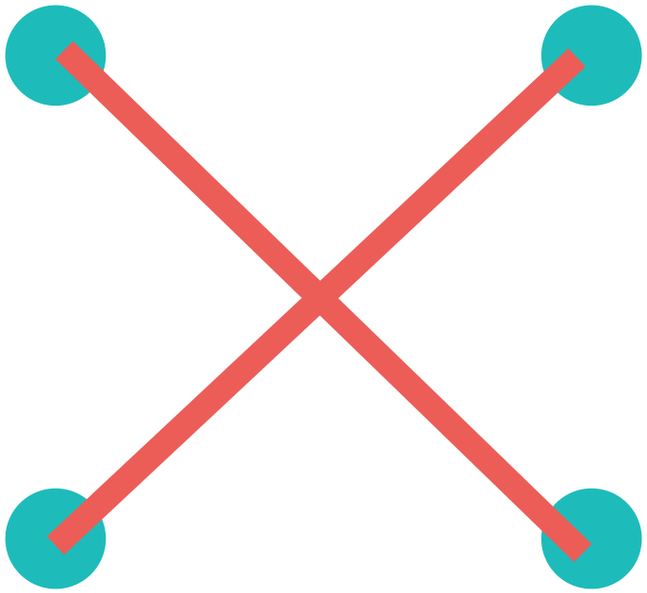
4 линии



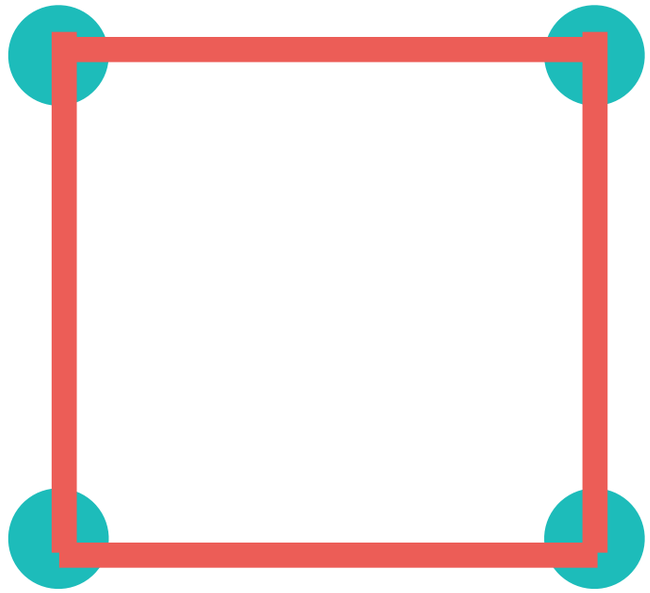
16 точек

6 линий

Как можно и нельзя

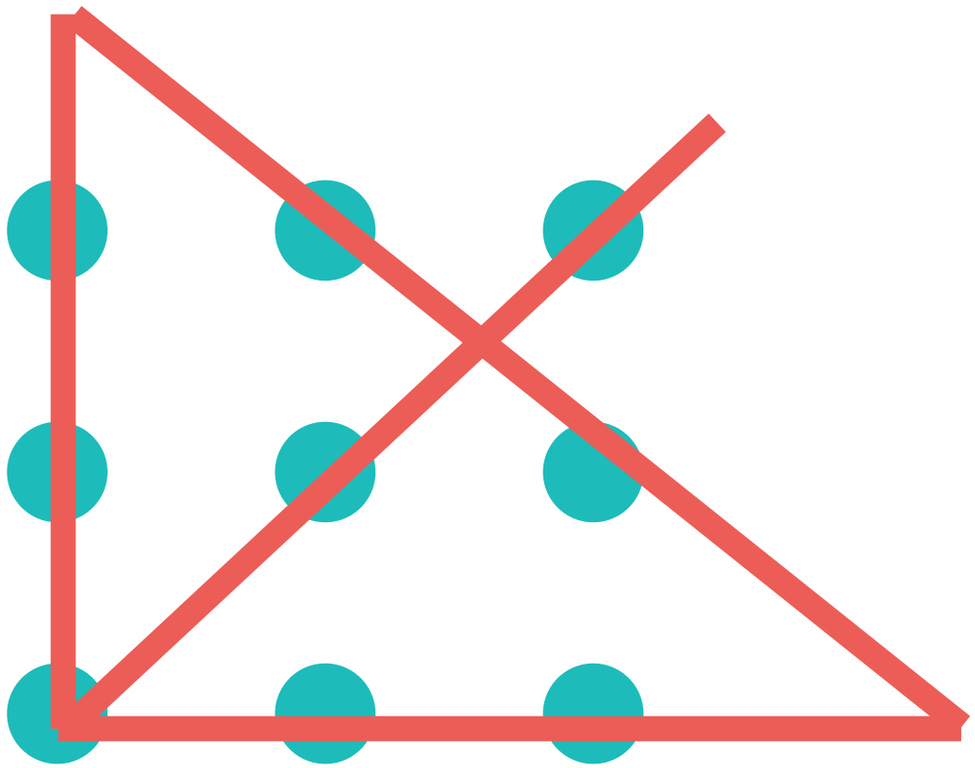


Так нельзя



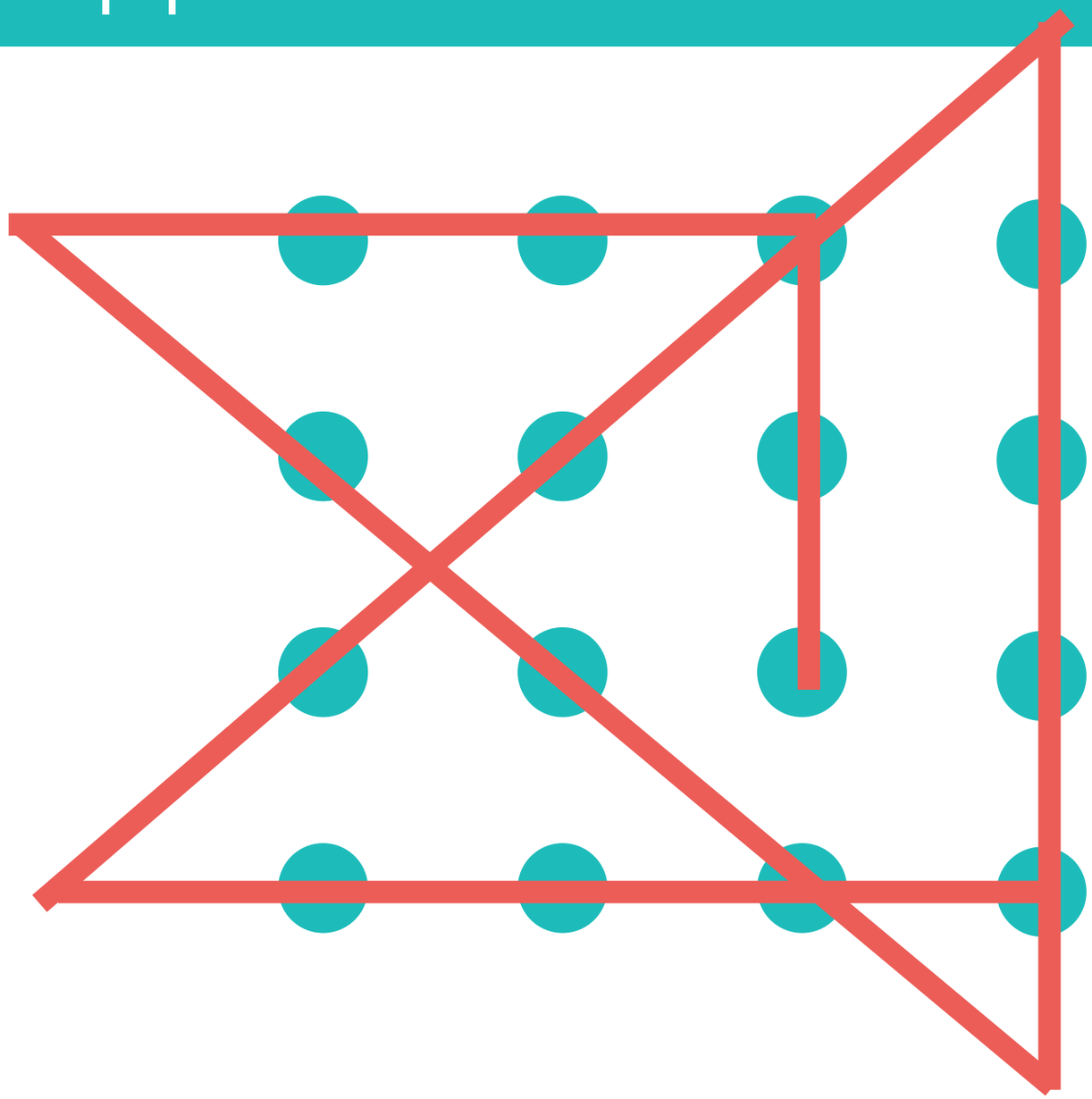
Так можно

Отгадка



9 точек

4 линии



16 точек

6 линий

Think out of the box

(спасибо, КЭП)

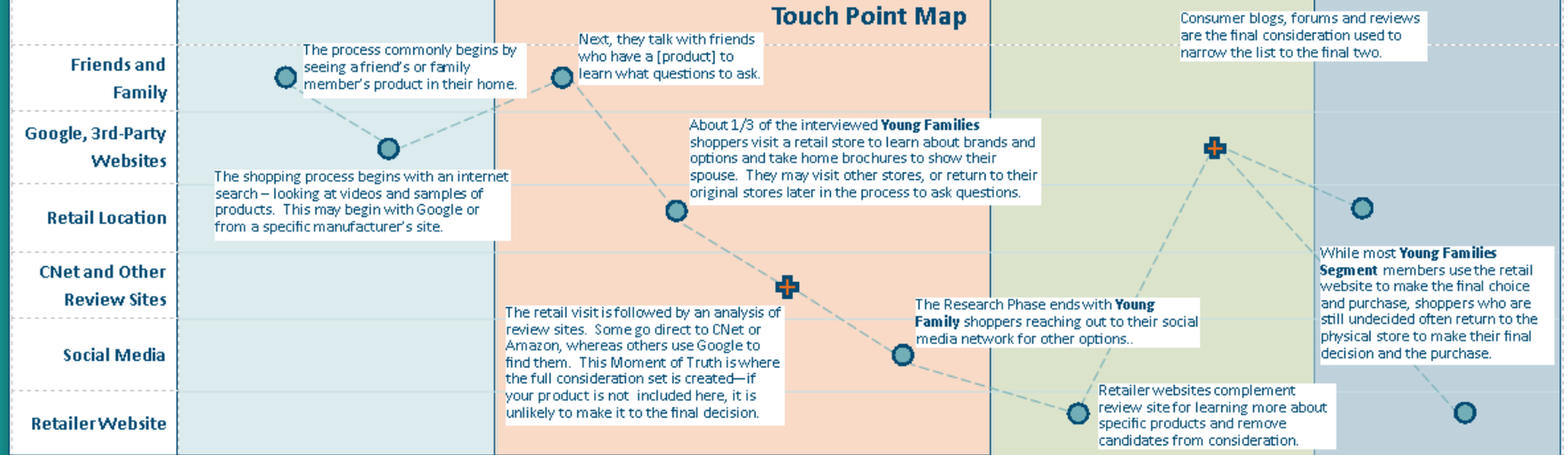
Что такое **C**ustomer **J**ourney **M**ap?

XYZ Marks the Spot (logo)

XYZ Company Purchase Journey Map

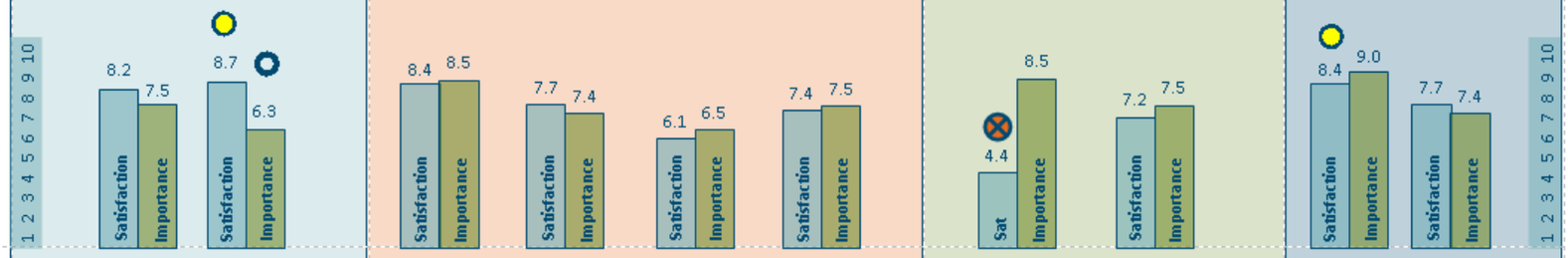
Phase	Awareness Duration: 1 week	Research Duration: 2-3 weeks	Choice Reduction Duration: 1 week	Purchase Duration: 1 day
Goal	Your consumers begin by just learning about the product marketplace. The key goal at this stage is to understand what possibilities exist, and to develop the list of questions to ask.	At this stage, consumers are trying to learn more about what products exist. While some choice reduction happens along the way, the primary goal is to broaden the consideration set and determine the final criteria for making a choice.	At this point, the consumers have the criteria set and has mostly finished the discovery phase. Now, they focus on narrowing down the list to 2-3 candidates.	The final decision is made, and the purchase completed. While it may be purchased at a retail location, **Young Families** prefer to buy online.

Touch Point Map



Legend — Touch point (Area of interaction) — Moment of Truth (Critical Interaction)

Satisfaction with Touch Point



Legend — Bright Spot (High Satisfaction area to promote) — Hot Spot (Importance significantly higher than Satisfaction) — Over-Invested (Satisfaction significantly higher than Importance)

Level of Effort (Customer Effort Score)	About the Effort I Expected (3.1)	Far More Effort than I Expected (4.6)	Slightly More Effort than I Expected (3.7)	Far Less Effort than I Expected (1.5)

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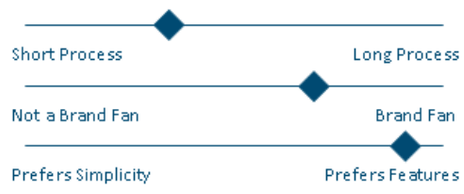
Young Families Segment

The **Young Families Segment** is primarily made up of 25-35-year-olds with 1 or 2 children. With their busy lives, they rely heavily on friends and family (particularly other young parents) to discover new opportunities, and use the Internet to do their research. Most do not have the time to visit a store, preferring to use the Internet and their smartphones for research. However, when they do visit a store they expect to be served immediately by a knowledgeable representative. Most Young Families members purchase via the website, but about 1/3 purchase in the retail store.



"I would have liked Frequently Asked Questions or would like to talk to an online person. I'm not a paper person so did everything online." – Young Families Customer

"The only problem is there are so many choices. I'm not sure if that makes it easy or hard. It was overwhelming - difficult because there is a lot to think about and I felt it was hard to figure out what was best." - Young Families Non-Customer

sms Satisfaction Management Systems
Strategic Research, Actionable Results
7157 Shady Oak Road ^ Eden Prairie, MN 55344
p:952-939-4310 f: 952-238-2284
www.satmansys.com

Rail Europe Experience Map

Guiding Principles

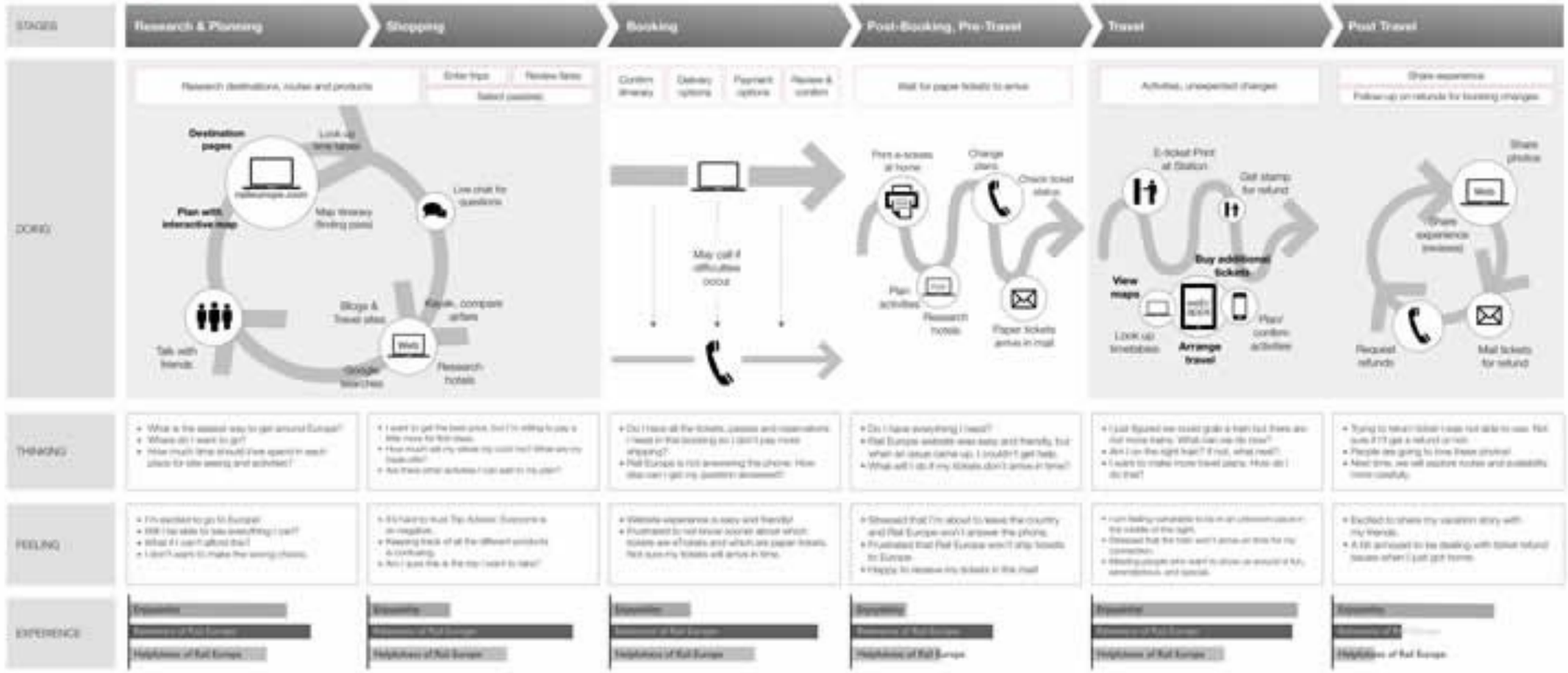
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Customer Journey



Opportunities

GLOBAL

- Communicate a clear value proposition.
- Help people get the help they need.
- Support people in creating their own solutions.
- Make your customers into better, more savvy travelers.
- Engage in social media with explicit purposes.

PLANNING, SHOPPING, BOOKING

- Enable people to plan over time.
- Visualize the trip for planning and booking.
- Arm customers with information for making decisions.
- Connect planning, shopping and booking on the web.
- Aggregate shipping with a reasonable timeline.

POST-BOOK, TRAVEL, POST-TRAVEL

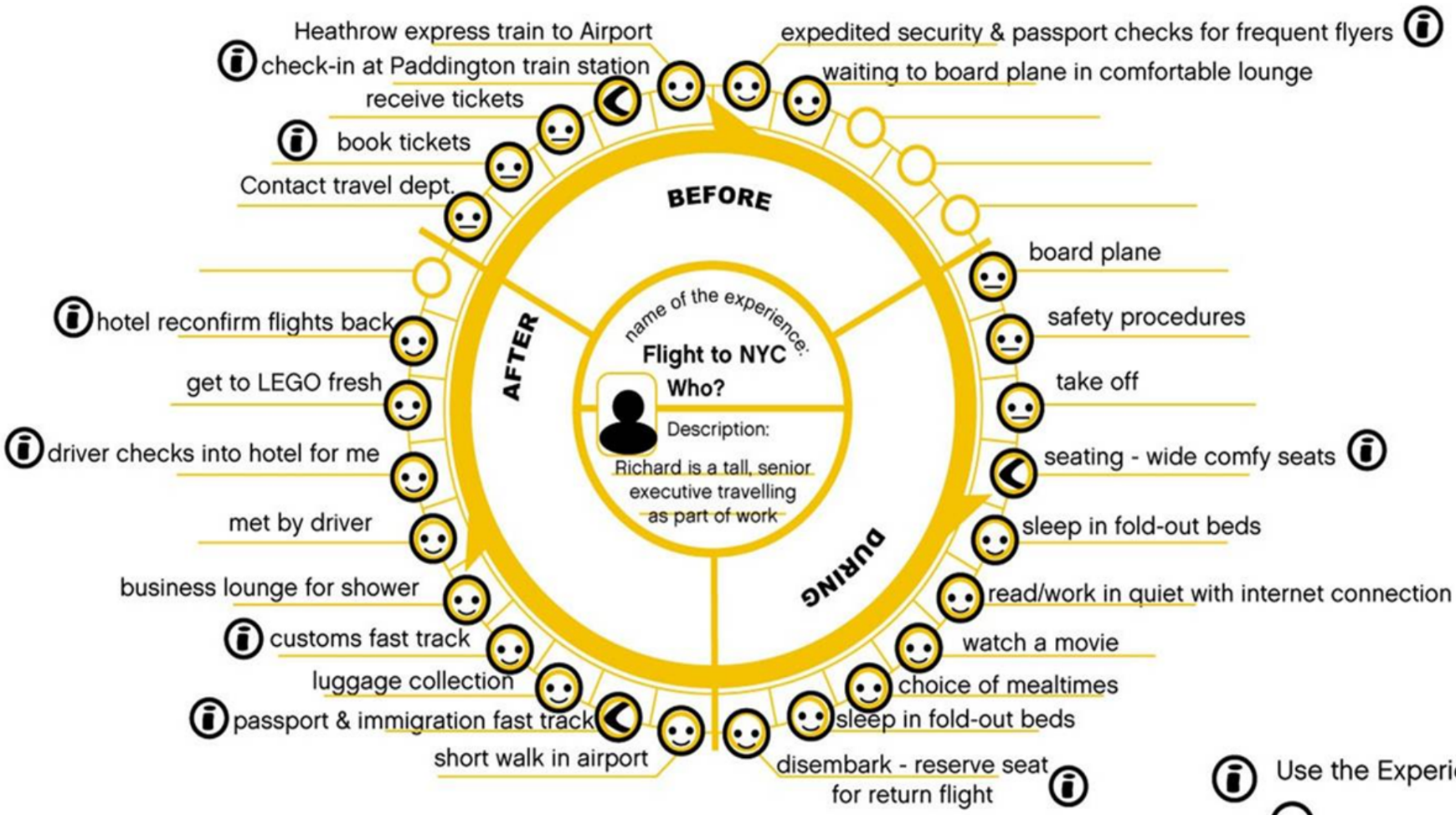
- Improve the paper ticket experience.
- Accommodate planning and booking in Europe too.
- Proactively help people deal with change.
- Communicate status clearly at all times.

Information sources

- Stakeholder interviews
- Cognitive walkthroughs
- Customer Experience Survey
- Existing Rail Europe Documentation

adaptive path

Designing the Experience - Example WOW



Use the Experience Icons:

- How can this be a positive experience?
- Make or break moment - what can we do to make sure consumers come back time and time again
- Where do we need data to help deliver the experience?

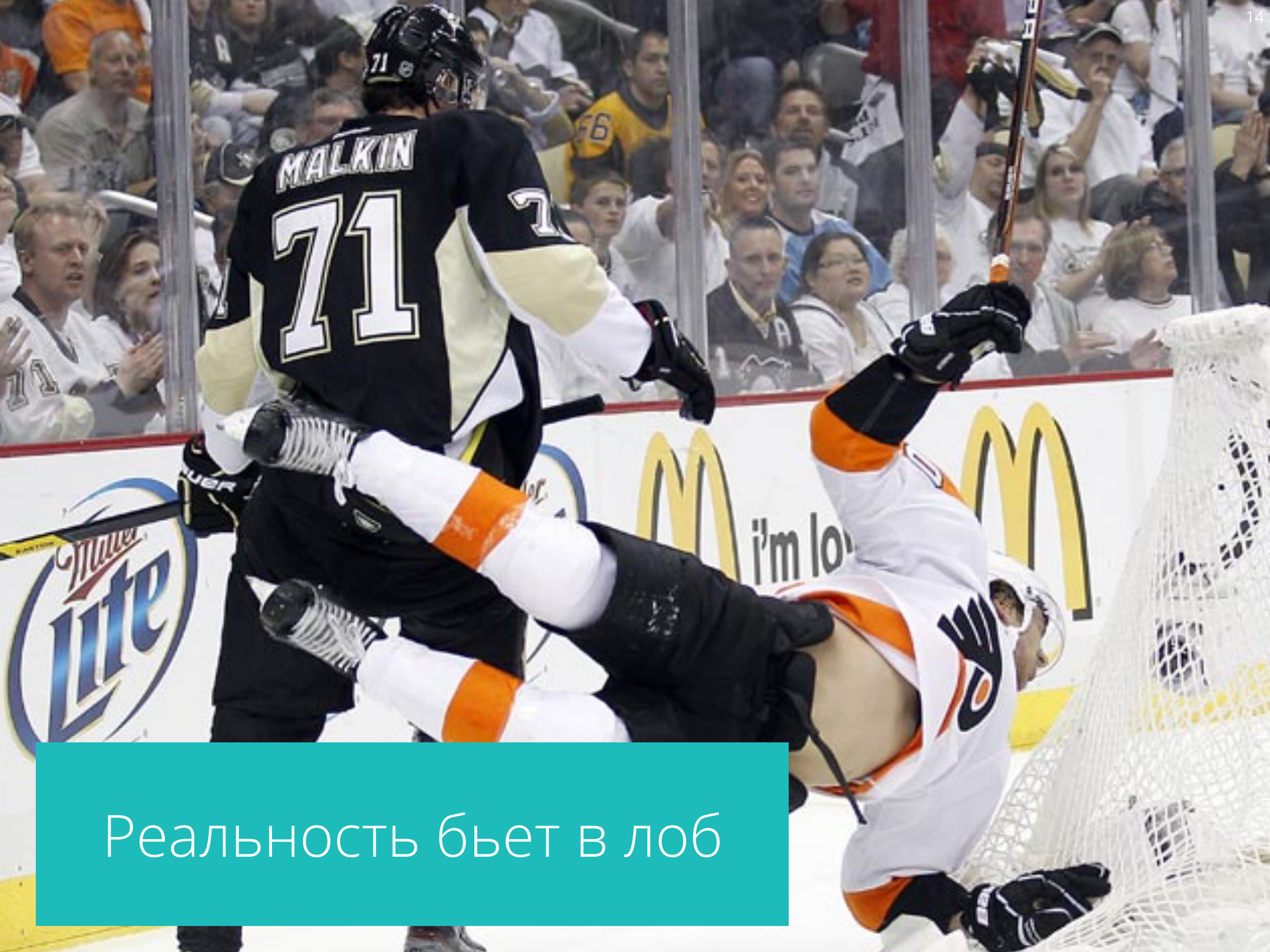
Awareness

Interest

Desire

Action

Много каналов



Реальность бьет в лоб

Customer

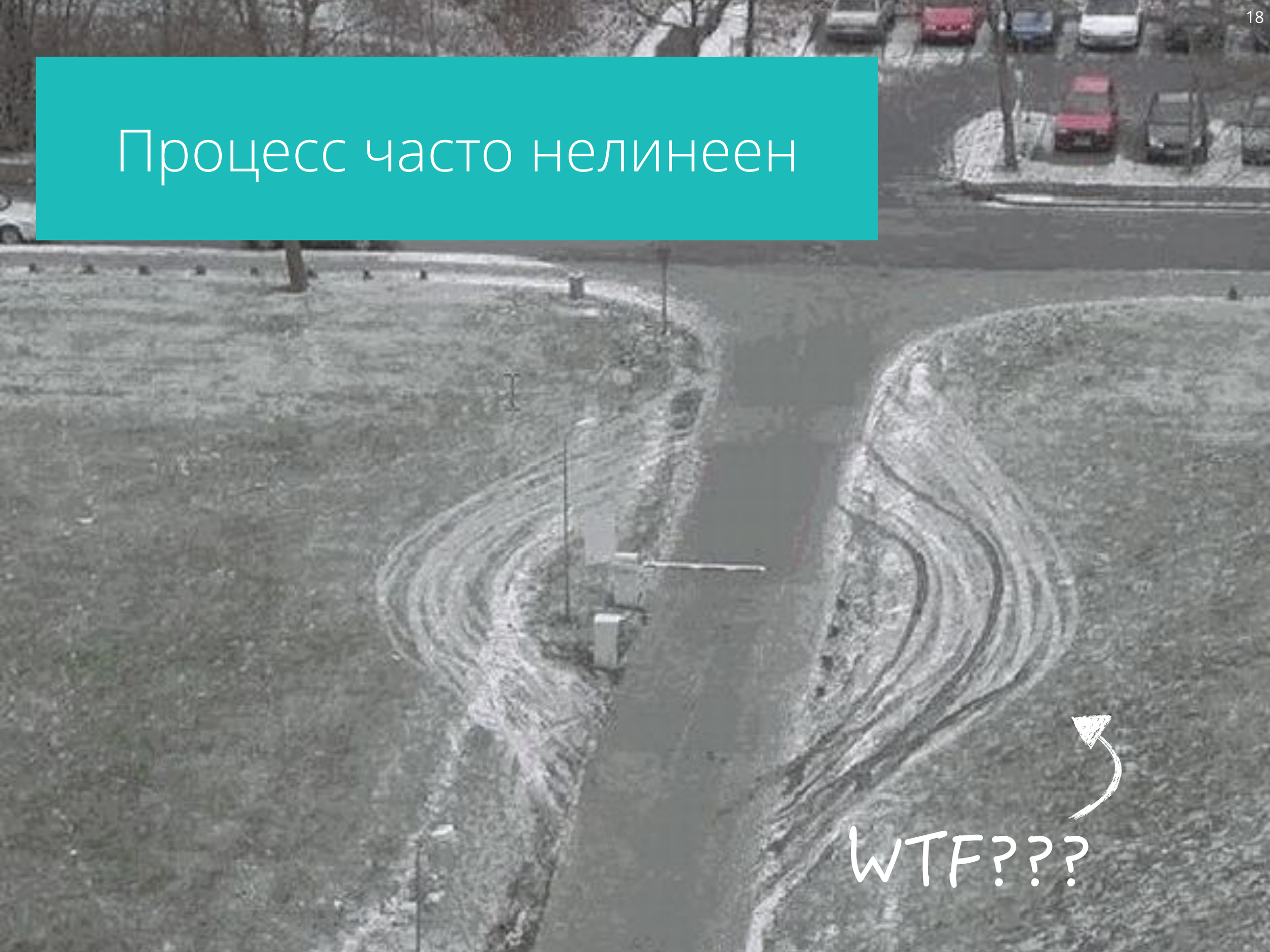
≠

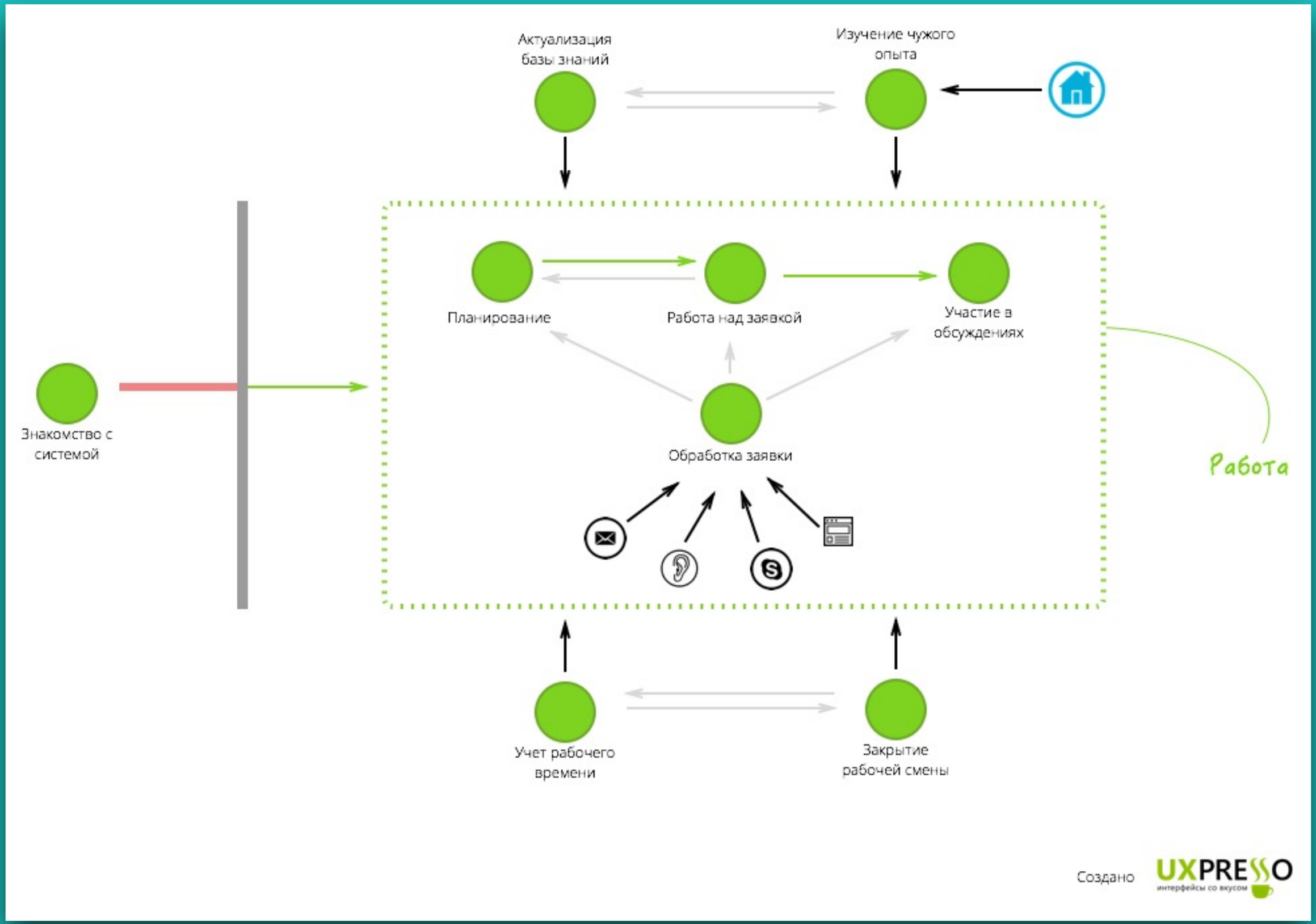
User

Взаимодействует весь день

Триггеры разные

Процесс часто нелинеен




Актуализация базы знаний
Изучение чужого опыта
Планирование
Работа над заявкой
Участие в обсуждениях
Обработка заявки
Знакомство с системой
Работа
Учет рабочего времени
Закрытие рабочей смены
Создано UXPRESSO
интерфейсы со вкусом

Они ведь тоже люди

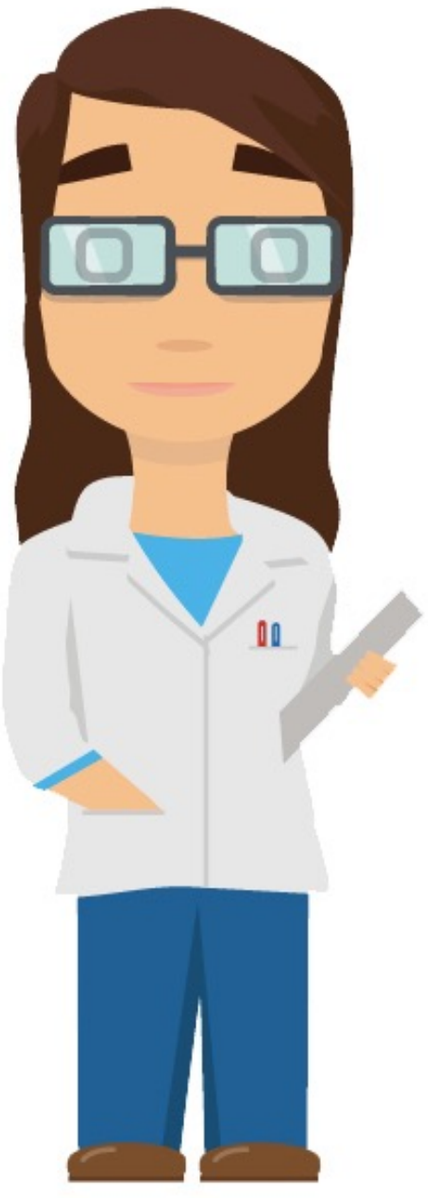
Составлять или нет?

Стиль мышления

Стиль мышления

- Цельная картина взаимодействия человека с системой;
- Фокус на точках соприкосновения и на переходах между ними;
- “Очеловечивание” действий (контекст, цели, проблемы).

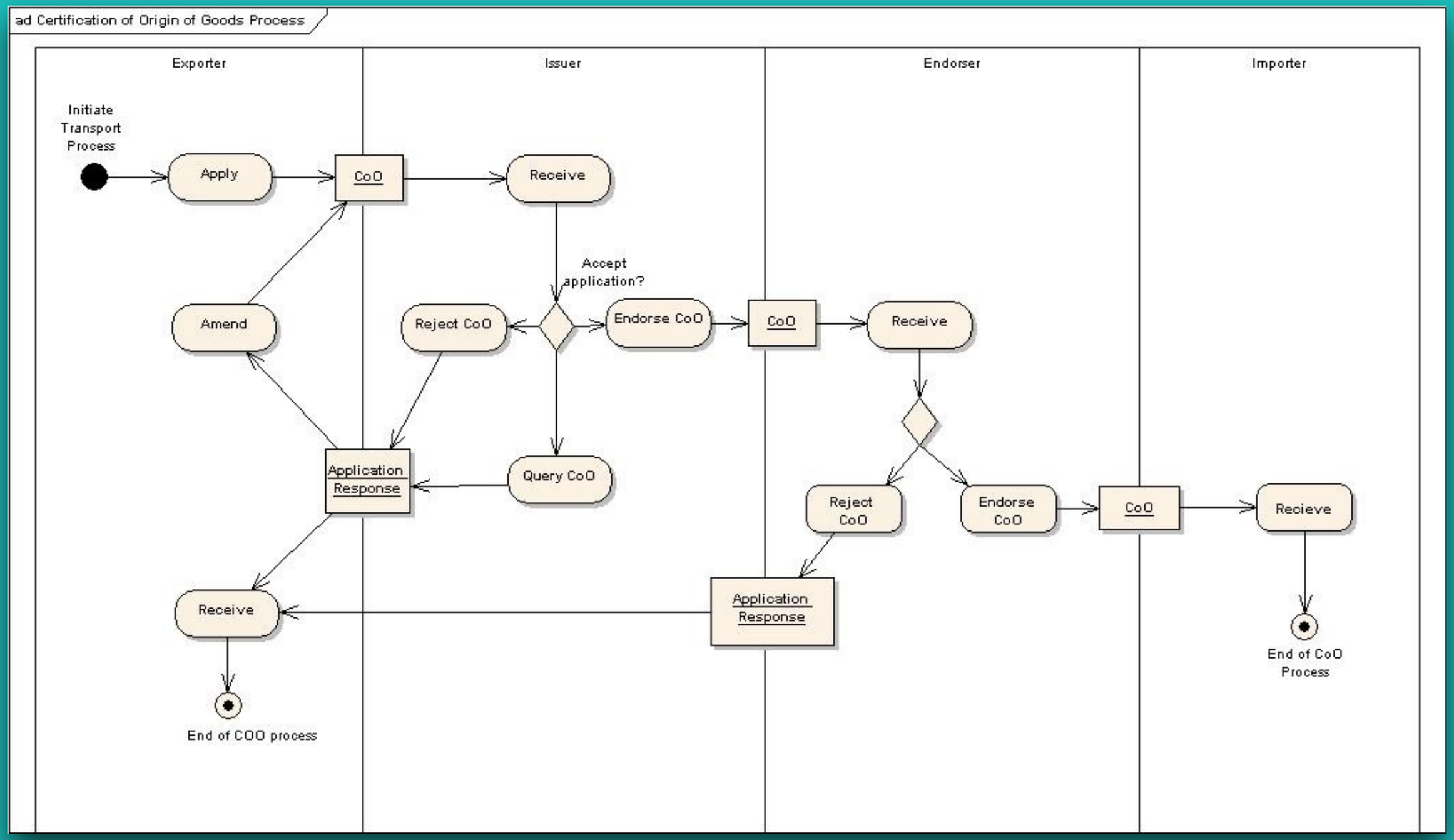
Иногда приходят они...

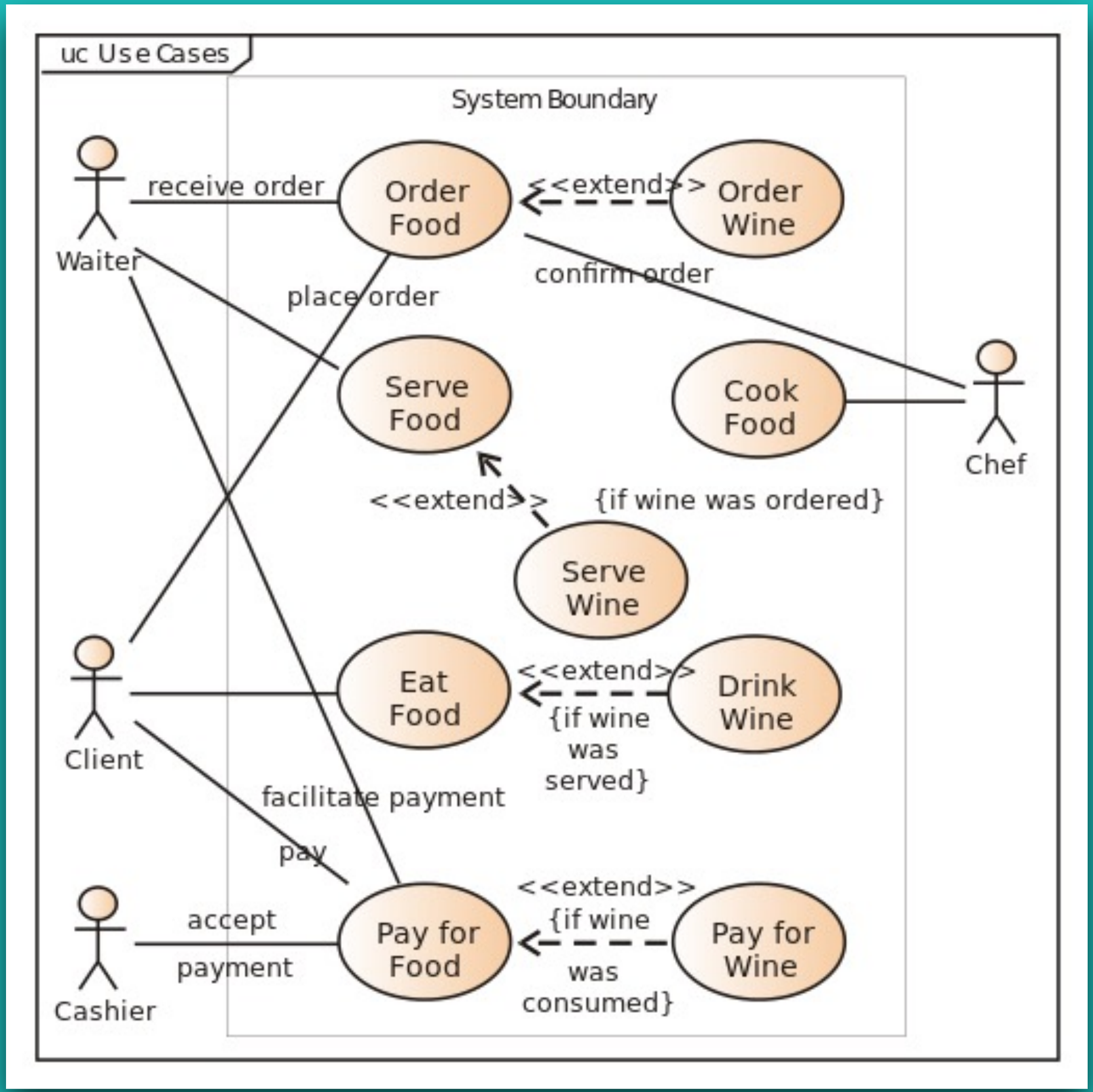


Аналитик

"

Мы и так делаем анализ задач (процесса), у нас тут деталей больше...


ad Certification of Origin of Goods Process
Exporter
Issuer
Endorser
Importer
Initiate Transport Process
Apply
CoO
Receive
Accept application?
Amend
Reject CoO
Endorse CoO
CoO
Receive
Application Response
Query CoO
Reject CoO
Endorse CoO
CoO
Recieve
Receive
Application Response
End of COO process
End of CoO Process


uc Use Cases
System Boundary
Waiter
receive order
Order Food
<<extend>>
Order Wine
confirm order
place order
Serve Food
Cook Food
Chef
<<extend>>
{if wine was ordered}
Serve Wine
Client
Eat Food
<<extend>>
{if wine was served}
Drink Wine
facilitate payment
pay
Cashier
accept payment
Pay for Food
<<extend>>
{if wine was consumed}
Pay for Wine

Вовлечение других

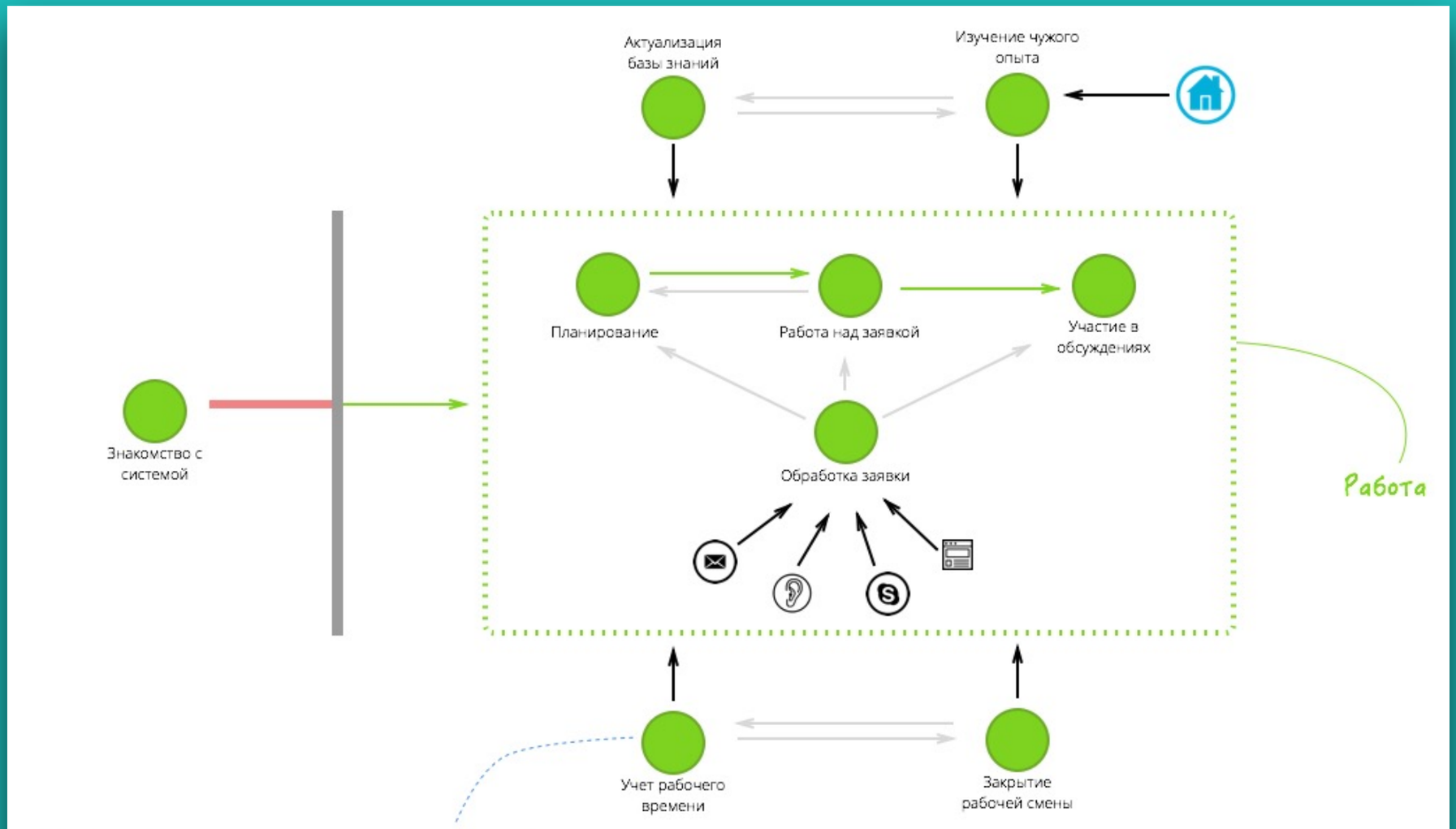
Что мы можем взять?

- Собственно, процесс;
- Цели бизнеса;
- Других участников процесса.

Совсем нет human’ов

Что мы можем добавить?

- Цели пользователей;
- Страхи, проблемы, опасения;
- Контекст!!!
- Какая информация у человека есть на входе.



Учет рабочего времени

Цели бизнеса

Обеспечить 100% заполняемость таймшита за определенный промежуток

Цели пользователя

- Свести к нулю забывание ввода
- Иметь актуальное потраченное время каждый день

Проблемы/Страхи/Опасения

- Забывает ввести
- Забывает сколько и на что потратил
- Тратит не на свои задачи -> как это отобразить
- Заявка удалена -> как на нее завести время

Участники

- Коллеги-инженеры
- Начальство

Создано UXPRESSO интерфейсы со вкусом

Из уст в уста

Чем именно поможет?

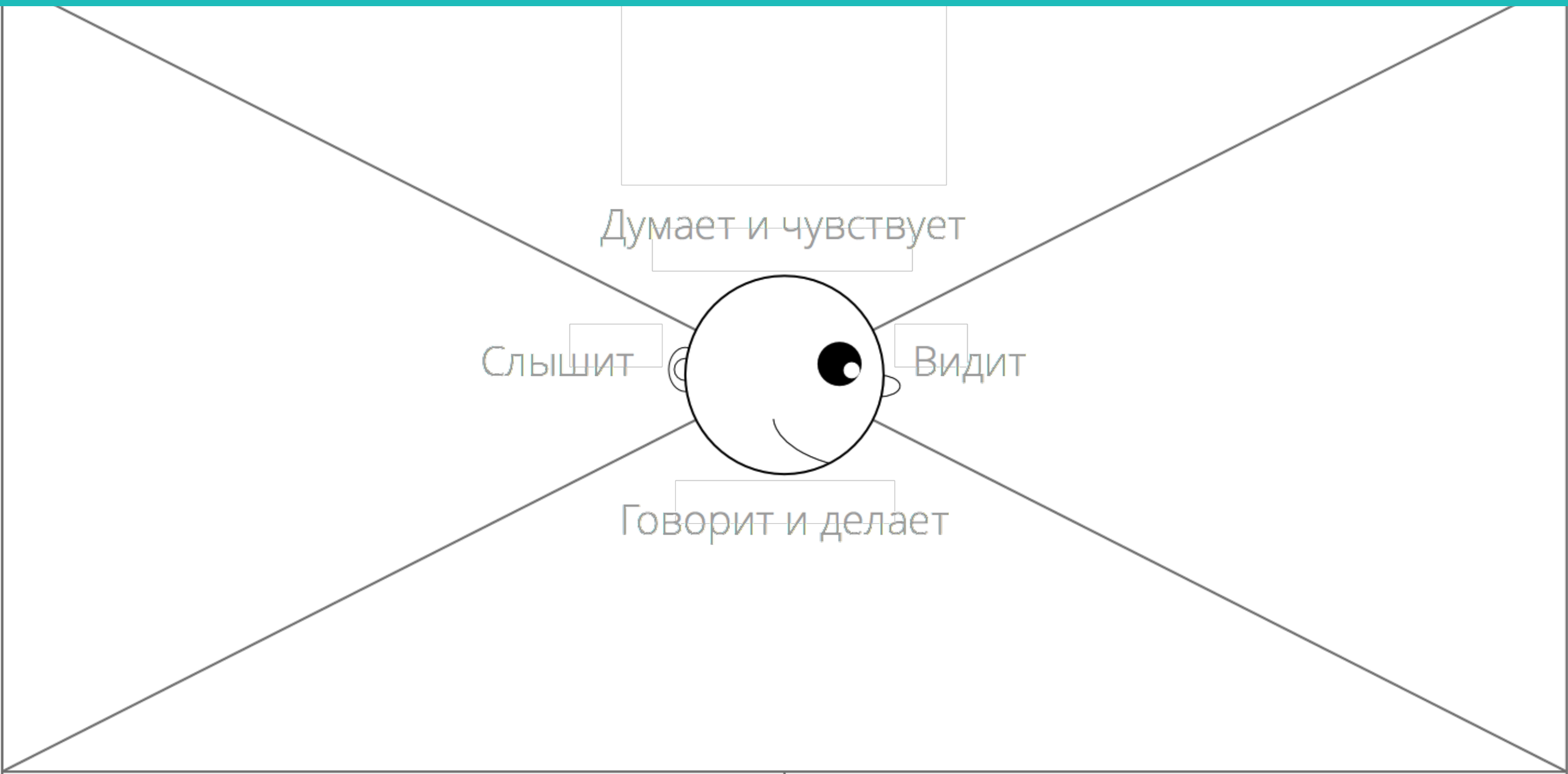
- Видят всю картину целиком, легче понимают общее взаимодействие;
- Легче донести итоговую неудовлетворенность;
- Легче продвигать свои решения;
- Вместе создавать.

UseLab

Stakeholder “по ту сторону”

Вовлекаем команду

Карта эмпатии

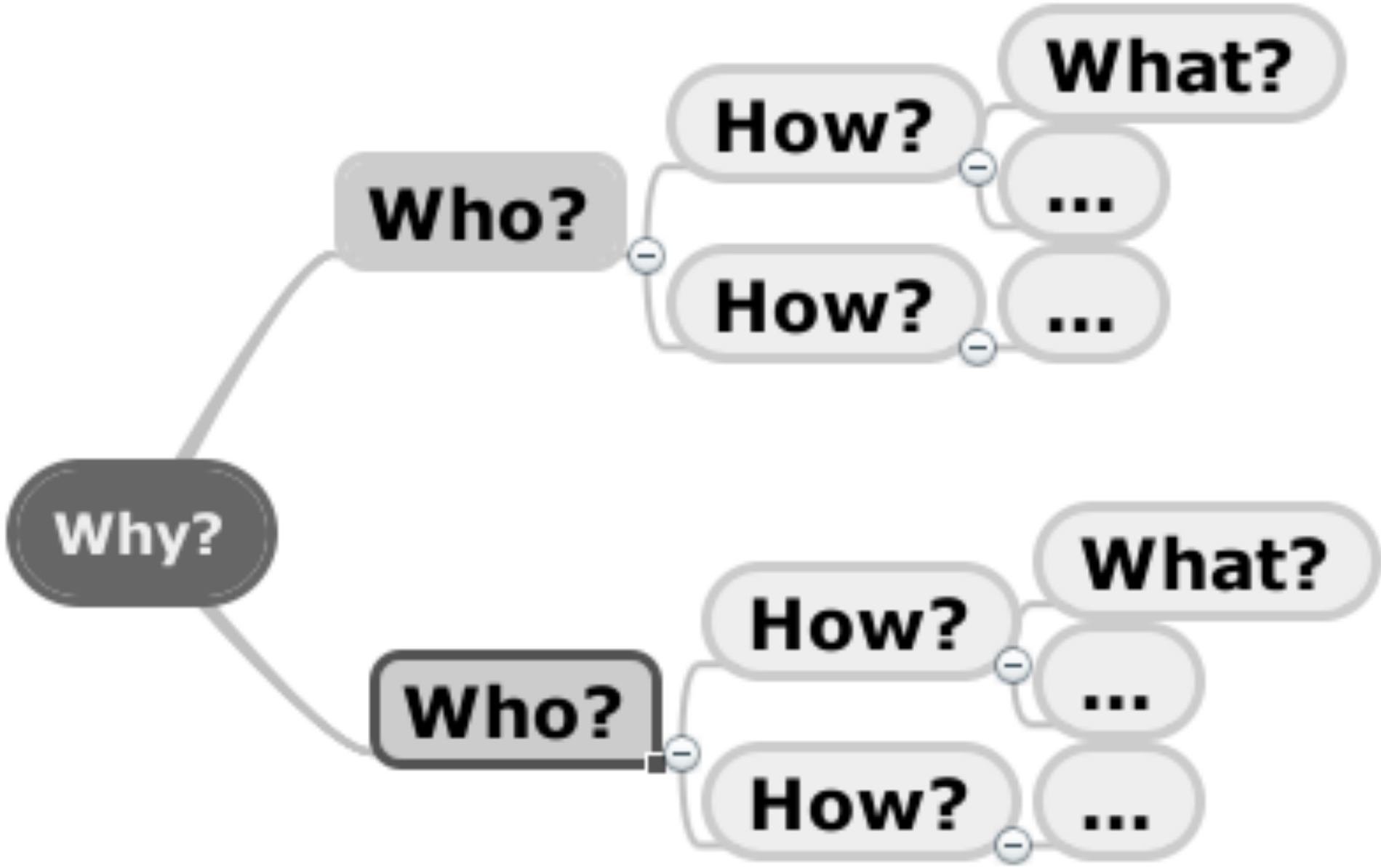


Проблемы, тревоги (pain)

Потребности, цели (gain)

ITMINE

Impact map



Еще разок...

- Визуализируем взаимодействие человека с системой;
- Рассматриваем точки и переходы между ними;
- “Очеловечиваем”;
- ????????
- PROFIT!!!

Спасибо!