

1

LENS

2

STAGE

3

DOING

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THINKING

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FEELING

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4

IDEAS

1

LENS

Answer this question in the box: how are you viewing the experience?

- Are you the customer?
- Are you a first-time customer or a loyal customer?
- Who are you with?
- How will this service solve your problem?
- What benefits are you expecting from completing this service?

2

STAGE

Start with 3 (consecutive) stages of the customer journey. What is the customer trying to do and what stages would they go through to complete the service experience?

3

DOING

Answer this question (per stage) in the box(es): What actions are customers taking to meet their needs?

- What are their key behaviors?
- Are they using technology?
- How are they interacting in the service experience?

2" x 2"
Post-it notes
fit in the
squares.

THINKING

Answer this question (per stage) in the box(es): How do people frame and evaluate their experience?

- What are they expecting?
- Are they comparing this experience to a competitor's experience?
- Were they promised something in a promotion or ad?
- Did another employee / friend / family set an expectation of service?

FEELING

Answer this question (per stage) in the box(es): What emotions do people have along their journey?

- Are they happy or frustrated?
- What are the highs?
- What are the lows?

4

IDEAS

Answer this question in the box: What did you learn?

Write down the opportunities, challenges and ideas you identified during the mapping process.

These ideas drive the next phase of the process -- which is up to you -- what would you do to improve the service experience based upon these ideas?