

Mapping your Customer Journey

According to Global Stat Count, online shopping from a mobile phone overtook shopping from a laptop in 2019. In 2020 approximately 76% of online shoppers used their mobile vs 45% using their laptop.

So... where to start in mapping your customer journey for an online platform?

Well, it all begins with the work you did on your customer personas (remember that from the marketing section?). Once you understand which of the personas you'd like to focus on first, then some questions to consider include:

- What channels is the client likely to interact with on their journey? Social media/website, etc?
- What are the possible touch points for your client? E.g. Facebook messenger, live chat on the website, email, phone?
- What are the common problems your customers experience that could be solved by your product or service.
- How did your clients solve their problem before they knew about your product or service?
- What are the common events or triggers that cause customers to begin searching for a solution? What words or terminology might your clients use when talking about your product or service? What keywords or search phrases do your clients use when looking they begin looking for a solution?
- What are the key values of your business?
- What are you known for?
- What are the most important features to your clients that are provided by your product or service?
- What are the different ways in which your clients would use your product or service? How difficult is your product or service to use or implement?
- Do your clients require any prior level of knowledge or skill before utilising your product or service?
- How does your sales model typically work? Will it require any tweaking to transition online?
- What is your pricing structure? Is there anything that will need tweaking to transition online?
- What's the typical length of your customers' pathway to purchase?
- What are the typical objections you encounter during a sales process?
- Who within your business is usually involved in the sales process, and what is their role?
- Is your competition currently offering an online solution? If so, what's working and what isn't? Have you purchased something through their site to experience the process?
- What areas of your business are your greatest assets when compared to your competitors?
- Where are you lacking?
- Are there any trends happening in your industry?
- Are there any third-party software platforms you will need to integrate to make your product or service sellable online?
- Does your solution work across all platforms and all technologies? Have you made transactions using different platforms and devices? Where could you improve, and what worked well?
- What opportunities for on sell, cross sell or upsell are there?

Like many of the things we've talked about during the book, start slow, ask lots of questions and be prepared to take an objective look at how your business could provide a better customer experience... whatever that may look like.