AN INTRODUCTION TO
JOURNEY MAPPING

WHAT IT IS ...

► Make the **customer's experience** pleasant by eliminating pain points and creating wow-moments.

► Iteratively improve **employee experience** for frictionless workflows and employer branding.

► Build **long-term relations** and win new customers by building trust.

► **Innovate in a customer-centric way** by focusing on the customer's experience across channels and along the customer journey.

WHY IT PAYS OFF ...

► Companies compete on customer experience.

► Poor customer experience causes high losses.

► Customers care not just about the product but the entire experience they have with your company.
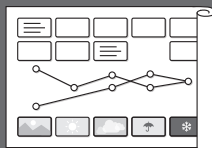
HOW IT WORKS ...

① **PEN & PAPER WORKSHOP**

② **DIGITIZE YOUR RESULTS**

With Smaply you can iterate easily and improve your service.

③ **EXPORT, SHARE & PRESENT**

Look inside to see how Smaply can help you improve your customer's experience.

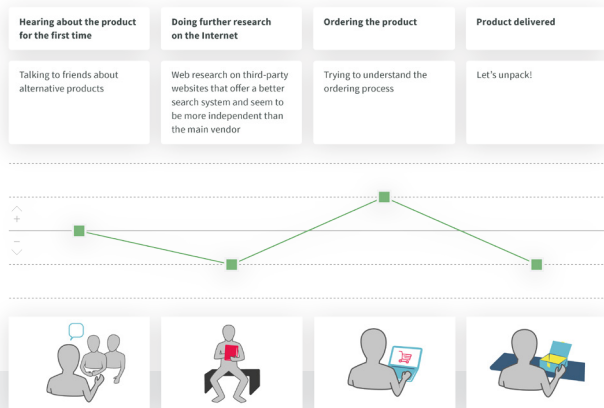smaply

VISUALIZE CUSTOMER EXPERIENCE

Analyze customer experience with web-based software. **Create Journey Maps, Personas, and Stakeholder Maps.**

Create journey maps in minutes.
Share and collect feedback.
Present to your stakeholders.

smaply

| Hearing about the product for the first time | Doing further research on the Internet | Ordering the product | Product delivered |
| Talking to friends about alternative products | Web research on third-party websites that offer a better search system and seem to be more independent than the main vendor | Trying to understand the ordering process | Let's unpack! |

JOURNEY MAPS

**Identify pain points and moments
of opportunity across all channels.**

Customize your Journey Maps with rich visualization tools
and include emotions, channels, backstage processes
and other types of information.

Persona Tess

| NAME | | TES |
Tess		
AGE	OCCUPATION	
36	Accountant at railway company	
	NATIONALITY	
	French	
GENDER	MARITAL STATE	
Female / Male / Other	Married, 3 kids	

MOOD IMAGES

QUOTE
"Life may not be the party we hoped for, but while we're here, we should dance."

DESCRIPTION
Tess is that friendly neighbor next door. She has a secure job at the national railway company.
Together with her husband, she has a monthly household income of 5000 Euro net.
Tess loves to spend free time with her three kids. Marcus, her husband, loves being outdoors, so whenever possible the couple takes long hiking tours with their children.
Tess is not very interested in technology. She wants things that just work.

PERSONAS

**Create empathy with your customers and visualize
Personas based on their individual characteristics.**

Describe your customer's expectations of your service,
needs, goals, values and any other relevant aspect,
add profile pictures and mood images.
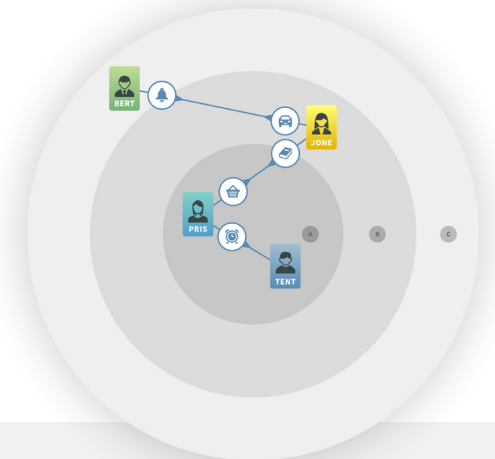
STAKEHOLDER MAPS

**Clarify who is involved in your service
and how they connect.**

Discover how employees, competitors, IT systems,
governmental institutions and other relevant stakeholders
influence your customer's experience.

KEY FEATURES AND BENEFITS

**Improve and adjust your service depending
on the feedback from your customers or collaborators.**

With Smaply, teams can create and customize Journey Maps,
Personas, and Stakeholder Maps for all their projects,
share them with internal and external stakeholders
to comment on and present them to their overall audience.

MORE FEATURES AND ADVANTAGES

- ✓ Web-based access
- ✓ Easy and fast results
- ✓ Comment mode
- ✓ Read-only version sharing
- ✓ Completely flexible Journey Maps
- ✓ Backstage process visualization
- ✓ Multi-user collaboration
- ✓ Professional exports (PDF, PPT, XLS, PNG)
- ✓ High data security

PRICING

Upgrade, downgrade, or cancel your account
whenever you want. **14 days free trial!**

STARTER
25 EUR / month
1 user. Unlimited projects, Personas, Stakeholder Maps,
Journey Maps, PDF export, PNG export.

REGULAR
50 EUR / month
3+ users. All starter features plus Excel export,
PowerPoint export, read-only sharing.

BUSINESS
100 EUR / month
3+ users. All regular features plus comment mode
for Journey Maps, storyboard images, branded export.

ENTERPRISE
Custom offer
10+ users. All business features plus white-labelling,
subdomain, online trainings, account manager.

MORE THAN METRICS

Developing customer experience software since 2008.

more than metrics

More than Metrics develops software
like Smaply and ExperienceFellow
for companies who want to improve
their service.

We apply co-creative methods to develop
our tools in collaboration with our users.

Founded by the co-authors of the books
"This is Service Design Thinking"
and **"This is Service Design Doing".**