## **Customer Journey Mapping**

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## Scenario

A 37 year old father of two children living in Chicago. He is shopping for a family car that would be safe and spacious enough to drive long and frequent trips.

Journey Steps/ Measures	Awareness	Research	Consideration	Purchase/ Decide	Deliver / Setup	Experience / Use	Loyalty / Advocate	Feedback
Customer Activity	Recognizes the want for a new vehicle influenced by the family size and its needs.	Explores automobile sites and FB market. Saves favorite cars in wishlist. Checked manufacturer site for info.	Reads cusromer reports and reviews. Selects a set of cars he wants to test-drive. Visits various dealerships for a test-drive. Fills out lead cards, discusses processes with	Decides on a car. Gets financial terms, total price, monthly payment from a salesperson. Makes a competing offer and buys a car.	Picks up a car at the dealership place. Inspects the vehicle, its options and accessories that he ordered. Gets instructed by the salesperson on how to control maintainance	Buys a car warranty. Orders winter tires. Drives kids to school, takes family for a vacation.	Changes engine oil and implements mechanical checkings at the car brand official dealership. Considers to buy a new car for his wife of	Recommends car brand and its type for his friends who also have families.
Touch Points	Community involvement	Marketing/PR Advertising Social media	sales person, drives cars.  Ratings and reviews  Word of mouth  Point of sale	Staff of sales team Billing	Service and support team	Online help center Transactional emails	service and support team Follow ups	Marketing emails Thank you cards
Thinking	With all these long family trips, we really need to buy a new family car.	I am disappointed by to quality of some listing Very few photos and poor description.	s.	a car?	appy s w car. m	am so satisfied with the ize and comfortability of y car. We can now travel ong distances and enjoy the ride.	It is so convenien safe to receive of services at the of- car brand dealers	car ficial
Feeling	cars and a la automatically	ist is made.  I wish all of in one de	ear options were alership place.	wonder if I can get a better deal?	I wish there was a delivery option when buying a car.	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	My wife would be so happy to drive her wn car of this exact brand.	
Overall Experience	Excited to please my family with a new car purchase	Happy to see many options. Annoyed at the useless info	Frustrated about confusing and time consuming test-drive procedure.	Satisfied with a customer deal. Feels happy about the purchase.	Feels tired with driving Uber to the dealership place.	Feels happy about the size comfort , storage and safety of the family car.	Satiesfied with the services car brand dealership provides. Excited to buy a new car of the same brand.	Feels confident to recommend his purchase to other people.
Expectations	Easily to obrain various car options	More user-friendly search engines. Clear and innovative websire design.	Better location and disposition of car options. Improved system of test-drive procedure.	Better financial terms for families.	Convenient ways for a pickup and delivery solution.	Comfortability during family trips.	High-quality services at car brand dealership.	Other families would also buy this type of car.