

Customer Journey

Customer Journey Mapping visualisiert den Weg von Nutzer:innen durch ein Produkt oder Service - von der ersten Berührung bis zum Ziel. Eine Customer Journey zeigt Touchpoints, Emotionen, Pain Points und Opportunities entlang dieser Reise.

Customer Journey

Phasen:

Kennenlernen → Ausprobieren → Anwenden → Gewöhnung

Touchpoints: Wo interagiert der Nutzer mit dem System?

Emotionen: Frust, Freude, Verwirrung entlang der Journey

Pain Points: Wo hakt es? Was nervt?

Opportunities: Wo kann man verbessern?



PHASES

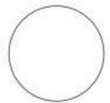
01

02

03

04

TOUCHPOINTS



OPPORTUNITIES

Customer Journey Map - Music Sharing Experience

STAGE	Visit	Listen	Discover	Share	Discuss	Recieve	Respond
	Opens spotify on phone	Browses suggestions and "Discover Weekly" playlists Chooses a playlist	Listens to selected playlists Discovers a familiar song	Clicks on three dot Menu next to song Selects the Share option in the dropdown menu Copies a link and sends it to Grace through whatsapp	Asks Grace what she thought of the song	Recieves a text message Clicks on link and is redirected to a browser window Opens with Spotify Clicks on shuffle play	Opens whatsapp Responds with approval or disapproval
STEPS							
THOUGHTS	"I listen to music to get me through coding certain projects" "I listen to music all the time. I run to music, commute to music"	"I like the discover weekly playlist. Sometimes, I just don't want to keep searching for songs and this is perfect" "I usually go to the 'you might also like' section" "I would have liked to have a way to see what songs were popular at the moment"	"I like alternative rock and indie music, so I like to discover by genre generally"	"I share music with my friends by just sending them a link on whatsapp" "I like that it is pretty straightforward" "I like that I have share options in a vertical display"	"I would send a follow up to the text after I shared the link"	"Why do I HAVE to open it on Spotify. That's really annoying" "Why do I need to only use shuffle play? It's weird that I can't just hit play."	"I wouldn't respond unless it was a particularly nostalgic song" "I would have liked to just add like an emoticon or something to react to the song."
TOUCHPOINTS				 	  	 	
ACTORS				 	 		 

