

Where People Go Wrong with Journey Maps

The HCLTech logo is a square with a blue-to-purple gradient. The text "HCLTech" is written in white, bold, sans-serif font, centered within the square.

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From the article
A Holistic View of Customer Experience
by Braden Kelley

<https://www.hcltech.com/blogs/a-holistic-view-of-customer-experience>

When it comes to **doing great customer experience** work on behalf of HCLTech clients, journey maps are foundational.

But it is harder to **create meaningful, actionable journey maps** than people might think.

Here are a few ways people stray from the **optimal path** when it comes to journey maps:



1. Not creating meaningful personas first



2. Not talking to their chosen group of people before building personas and journey maps (do your research)



3. Not validating the high-level journey phases internally and externally before beginning to map



4. Building a journey map for multiple personas without consciously identifying and understanding the risks



5. Accepting sticky notes during journey mapping sessions as-is — don't probe to make sure meanings are clear



6. Failing to cluster similar sticky notes and request permission to combine where appropriate



7. Not having workshop participants vote on the importance of touchpoints, the intensity of pain points, and impact of experience improvement opportunities





A journey mapping workshop is an incredible opportunity to **surface assumptions**, uncover the hidden and **build alignment**, motivate action and **create long-term momentum** and commitment for people-centric improvements.



**Let us help you supercharge
your customer experience!**

Read the article and reach out to us at:

<https://www.hcltech.com/blogs/a-holistic-view-of-customer-experience>