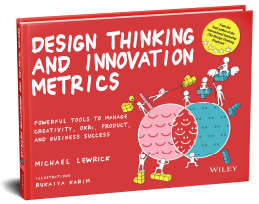
Project:
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CUSTOMER JOURNEY AI TEMPLATE

Quick guide: Based on an AS-IS customer journey, a mapping can be undertaken that shows where AI adds value and positively enriches the customer experience. The template helps to map and identify the potentials for AI over the entire customer journey. For the (re)design it is important to ask repetitively, how AI solve a real customer problem and/or how AI solve the pain points identified in the AS-IS Journey.

More tips & tricks on book page: 347



Lewrick, M.
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www.design-metrics.com

Persona

Who are we empathizing with?
Describe the fictitious character that represents the user/customer.

1

Scenario

What is the use case?
Describe the application scenario(s) based on the AI-IS journey.

Goals & Expectations

What are the goals and expectations on the AI solution?
Try to be precise as possible in describing the goals.

AS-IS Journey

Capturing the actual inter-action, including the activities and positive/negative experiences

Awareness → Consideration → Decision → Service → Advocacy

Positive Experiences

2

Negative Experiences

Description of Activity

Improved Journey

Brainstorming ideas and designing a modified inter-action from actions of AI and customers/users

Awareness → Consideration → Decision → Service → Advocacy

Actions Customer takes

3

Action AI takes

Added Value of AI

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