



Cross-Industry Journey Mapping Examples

METHODOLOGY	Bulletin Board Focus Groups and online survey among parents of struggling students.	Bulletin Board Focus Groups with Expectant and New Moms.	Online surveys with consumers, including life insurance shoppers, purchasers, and non-shoppers.	In-depth telephone interviews with car owners under 30yrs.	In-person and telephone in-depth interviews with medical professionals.
	Learning Center Customer Journey	Infant Formula Selection Decision Mapping	Insurance Shopping Journey	Motor Oil Selection Journey	Medical Professional Online Ordering Journey
OBJECTIVES	To provide insight into the emotional impact of academic struggles and the process involved in evaluating and selecting tutoring services.	To explore the information-gathering process, sources of brand awareness along with brand perceptions and reasons for formula consideration/selection.	To understand the journey, obstacles, and "pain points" in the life insurance purchasing process as well as barriers preventing consumers from engaging in the process.	To understand their relationships toward their vehicles, their purchasing influences, and their brand journey from initial brand selection to development of brand loyalty.	To explore experiences, likes/dislikes, advantages, and enhancement/improvement opportunities for a pharmaceutical company's online ordering site.