

Action Guide

483: Nailing the customer experience to improve product value

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Application Questions

1. What process do you currently use to design your customer experience journey?
2. What steps are involved in the customer experience journey for your product? How does it start before the customer learns about the product and how does it end after the customer uses the product?
3. What's a product that you have had a positive or memorable customer experience with? What made it delightful?



Actions to Take

What to Do Now

- Imagine you're going to play your customer as a character on stage. Get into their head. Understand what makes them tick.
- Remember that transforming the customer experience journey does not need to be expensive. It needs to be thoughtful.

What to Do Soon

- Read some review of different products on Amazon. Notice the pain points and frustrations that customers write about.
- Make a map of your product's customer experience journey. Write down each step from the customer's perspective and what they are doing, thinking, using, interacting with, and feeling. Identify pain points.