# **The Customer Journey Canvas**

Persona 人物角色

Service 服务

Service Provider 服务提供方

Design Team 设计团队



PRE-SERVICE PERIOD 服务开始之前

## ADVERTISEMENT / PUBLIC RELATIONS

How is the service proposition communicated by the service provider?

广告/公共关系

服务提供方如何传达此项服务的定位?

#### SOCIAL MEDIA

Which pre-service information can people access through social media?

### 社交媒体

大众可以通过社交媒体在体验服务以前了解到什么信息?

#### WORD-OF-MOUTH

What do friends, colleagues and family actually communicate about the service and/or service provider?

#### 口碑效应

亲朋好友间会对此项服务或者服务提供方有什么样的讨论?

#### **PAST EXPERIENCES**

Which experiences do people have with (similar) services and/or service providers?

## 原有体验

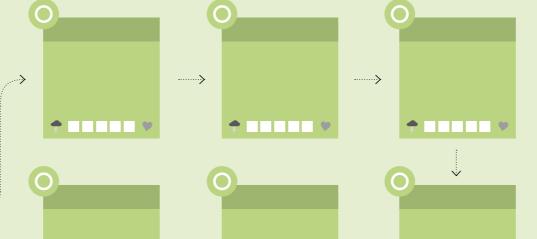
人们过去有什么体验与此项服务与服务提供方是比较相似的?

SERVICE PERIOD 服务中

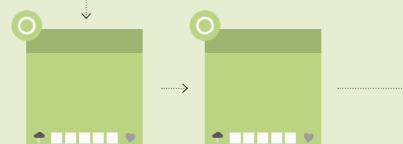
#### **SERVICE JOURNEY**

Which touchpoints do customers experience during the service journey? Are there any critical incidents, i.e. touchpoints customers experience as especially good or bad?

客户在整个服务体验中有哪些触点? 有没有哪些特别关键事件需要注意, 尤其是客户体验触点中特别好的或者坏的?









POST-SERVICE PERIOD 服务完成之后

#### **CUSTOMER RELATIONSHIP MANAGEMENT**

How does the service provider follow-up with customers?

客户关系管理

服务提供方如何跟进客户?

#### SOCIAL MEDIA

What do customers communicate about the service and/or service provider through social media?

## 社交媒体

客户会通过社交媒体对此项服务或者服务提供方有哪些评价?

#### WORD-OF-MOUTH

What do customers tell their friends, colleagues and family about the service and/or service provider?

## 口碑效应

亲朋好友间会对此项服务或者服务提供方有什么样的评价?

## **EXPECTATIONS**

What are (potential) expectations towards the service and/or service provider?

#### 预期

对于此项服务或者服务提供方,人们有什么预期?

## **EXPERIENCES**

What are the individual experiences customers have with the service and/or service provider during the service period?

#### 体验

在整个服务过程中客户会与此项服务或者服务提供方发生的每一条体验都是什么?

#### SATISFACTION / DISSATISFACTION

Customers individually assess the service by comparing service expectations with their personal service experiences.

#### 副满意/不满意

每位用户都会把服务体验与之前对服务的预期做比较。











INFORMATION CREDIBIL

