

CJM 101 course in one week

We created this plan to help you complete the CJM 101 course in a week. We cut the course into short chunks that will take about **one hour of your time a day**.

Day 1

- Learn what the UXPressia Academy is.
Sections: *Intro, A letter from an old friend*
- Understand the fundamentals of customer journey mapping.
Section: *First interview*
- Start learning “Stages” in journey mapping.
Section: *Stages in the journey: first two theory blocks and two practical tasks (about taxi & e-commerce).*

Day 3

- Understand what touchpoints and channels are.
Section: *Touchpoints and channels (theory blocks only)*
- Analyze customer interview results that you’ll be provided in the section.
Section: *Touchpoints and channels*

Day 5

- Understand the role of customer goals, problems, and emotions in journey mapping.
Section: *Goals, problems, and emotions (theory blocks)*
- Analyze customer interview, support logs, and customer satisfaction survey results.
Section: *Goals, problems, and emotions*
- Identify customer pain points and problems and add them to the map.
Section: *Goals, problems, and emotions*

Day 7

- Get started with Moments of Truth.
Section: *Moments of Truth*
- Practice with adding moments of truth to the map (based on research results).
Section: *Moments of Truth*
- Learn what ideas are in journey mapping and complete practical tasks.
Section: *Ideas*

Day 2

- Finish learning stages in journey mapping.
Section: *Stages in the journey* (all remaining theory blocks and practical tasks).
- Get started with the first research results.
Analyze business interview results that you’ll be provided in the section “Stages in the journey”.
- Complete the first practical task in the section.
Add stages to a journey map based on interview results and other available data.

Day 4

- Complete all practical tasks in the section “Touchpoints and channels”.
Add touchpoints, channels and process to the map.
- See CJMs created by others.
Check out CJM templates at uxpressia.com/templates and find more examples on the web.

Day 6

- Practice with human insights: add to the map customer goals, build an emotional journey, and fill out the map’s think and feel section.
Section: *Goals, problems, and emotions*

That’s it!

It took you a week to complete the “CJM 101” course. Now you can reflect on what you learned.

Take a look at the course once again and think whether you still have some knowledge gaps or questions. If you have any, write them out and check the answers in our blog.

Feel free to shoot us a line if you don’t find what you need at academy@uxpressia.com

Created by UXPressia Academy