

Have 15 free minutes? Spend them on the CJM 101 course

This plan will help you complete the CJM 101 course spending on it no more than 15 minutes a day. Have more free time? Take as many tasks as you can at a time and pass the course quicker.

We cut the course into short chunks that will guide you through it. Each chunk is marked with a circle. The chunks not necessarily include the whole section, so you don't have to complete every section in one sitting.

1. Getting started with customer journey mapping

- Learn what the UXPressia Academy is.
Sections: *Intro, A letter from an old friend.*
Try to find similar food services (like in the course) on the web. Read customer reviews and collect other input.
- Understand the fundamentals of customer journey mapping.
Section: *First interview.*
Think of how to connect a CJM and the case described in the course.

3. Understanding touchpoints and channels

- 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*
- Practice: Part 1. Add touchpoints and channels to the map.
They will be based on the research results mentioned previously.
- Practice: Part 2. For each touchpoint on the map, add info to the corresponding cell in the "Actions/process" section.
- See CJMs created by others.
Check out CJM templates at uxpressia.com/templates and find more examples on the web.

5. Getting started with moments of truth

- 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*

2. Getting started with stages

- Start learning "Stages" in journey mapping.
Section: *Stages in the journey.* First two theory blocks and two practical tasks (about taxi & e-commerce).
- Understand what stages are 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.

4. Human insights in customer journey mapping

- Understand the role of human insights in customer journey mapping.
- Study theory blocks in the "Goals, problems and emotions" section.
 - Analyze customer interview, support log, and customer satisfaction survey results.
 - Identify customer pain points/problems and add them to the map.
 - Identify customer goals and add them to the map.
 - Put yourself in your customers' shoes to build an emotional journey and add the "Thinks&feel" section to the map.

6. Final touch

- Learn what ideas are in journey mapping and complete practical tasks.
Section: *Ideas*

 **Congratulations, you've completed the course!** 

Now it's time to 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