

Journey Mapping Service

Why use this service

Journey mapping helps organisations step into their customer's shoes and see their business from the customer's perspective. A journey map helps reveal issues with siloes in your organisation.

The benefits of a customer journey map include:

- helping you see where customers interact with your organisation.
- focusing the organisation on particular customer needs at different stages of your process
- identifying whether the customer journey is in a logical order
- gives an outside perspective on your processes
- showing the gaps between the desired customer experience and the one actually received
- highlighting development priorities
- allowing you to concentrate efforts and expenditure on what matters most to maximise effectiveness





Creatively Digital Ltd, 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ
www.creativelydigital.co.uk | Company Number: 11207082 | VAT NO: GB 290800118

About Creatively Digital

Creatively Digital is a user experience consultancy service that enables simple product and service development and testing service with a user focus.

We partner with clients across Government and Energy to deliver services that have a positive impact on the lives of all users of the services.

We provide the following services:

- User Research
- UX design
- Usability testing
- Accessibility user testing with disabled participants
- User research and testing training
- User research and testing participants recruitment
- Persona development
- Journey mapping
- Data science and Data engineering (Cloud software)
- Data migration

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Some of our clients include:



Cabinet Office



Department for
International Trade



Department for Levelling Up,
Housing & Communities



The
Pensions
Regulator



Home Office



HM Revenue
& Customs

Ready to get started on your User Journey Mapping project?

Contact us with your requirements to get started with your journey mapping project, and a member of our team will be in touch:

Email: sales@creativelydigital.co.uk

The cost of this G-Cloud 13 service is detailed on our rate card.