

# Jalapeno How To - Create a User/Customer Journey



## Where do I find customer journeys in Jalapeno?

Customer Journeys can be found within the Business Architecture module of Jalapeno. After selecting the “Customer Journey” menu item make sure that you are in the ‘Model’ tab of the Customer Journey model.

## How do I set up the various aspects of a customer journey?

When you click on a selected customer journey within the tree, navigate to the ‘Configure’ sub-tab. You are able to add the journey feeling values, moments of truth and emotional triggers on a different sub-tab. These variable aspects of a customer journey are reusable across your different journeys. Each area contains values that can be added to the grid, one row at a time. Each of these values are the values contained in the drop down lists that you will be presented with when modelling the user journey experience.

Journey feeling values have associated heatmap temperatures. 1 is red and the range moves through oranges, yellows and greens to a high value of 5 (green).

When setting up the emotional trigger, you will be prompted to indicate whether each trigger is good or bad. This will translate into a red or green icon alongside each trigger when it appears in the journey map.

## How do I create a customer journey?

Navigate to the ‘Model’ tab and highlight the intended parent in the tree for the new journey. Select the “Add User Journey” button, fill in the name, an optional description and click save.

The screenshot illustrates the Jalapeno Business Architecture interface. At the top, the 'Model' tab is active. On the left, a sidebar shows 'Business Architecture' and 'Customer Value' sections. The 'Customer Value' section includes 'Value Proposition Whiteboard', 'Customer Journey' (which is selected and highlighted in blue), and 'Customer Journey / Value Stream Analysis'. Below the sidebar, there are four tabs: 'View', 'Model' (selected), 'Configure', and 'Insight'. The 'Configure' tab is currently active, displaying three tables: 'Journey Feeling Values', 'Moment of Truth', and 'Emotional Trigger'. The 'Journey Feeling Values' table has columns for Sort Order, HeatMap Temperature, and Value, with rows for Dissatisfied, Ambivalent, Satisfied, Happy, and Thrilled. The 'Emotional Trigger' table has columns for Sort Order, HeatMap Temperature, and Value, with rows for Good and Bad. At the bottom, a 'User Journey' section lists 'Claim Cover Journey' and 'Claim Settlement Journey', with an 'Add Customer Journey' button highlighted with a mouse cursor.

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## How do I set up the customer journey stages?

Select the newly created journey in the tree. Select the 'Journey' sub-tab. If your journey is associated with a value stream, you can link it here, but it isn't mandatory.

Add your journey stages to the grid. Associating journey and value stream stages is optional.

Customer Journey  
Last mile shopper customer experience  
New journey

Journey Experience Comments

Journey Stages

Stage Sort #	Journey Stage	Description	Value Stream Stage	Stage Avatar/Image

Journey Experience Comments

Set up Experience

Experience	Description	Experience Date	Value Proposition	Journey Experience Criteria
Empty Nester Insurance Claim Experience	The Empty Nester journey for an Insurance Claim	2018-10-07 11:00 2018-10-31	Empty Nesters - Insurance Claim	Need of ValueProposition   Moment of Truth   Emotional Trigger Journey Feeling   Story Board
Millennial Singles Insurance Claim Experience	The Millennial Singles journey for an Insurance Claim		Millennial Singles - Insurance Claim	Need of ValueProposition   Moment of Truth   Emotional Trigger Journey Feeling   Story Board

Model the Experience

User Journey Stage	Journey Feeling	Need of ValueProposition	Moment of Truth	Emotional Trigger	Story Board
Information Request	Ambivalent	Knowledgeable experienced agents	+ Add item	+ Add item	The insurer may request...
Contact Insurer	Ambivalent	Quick turnaround on inquiries	+ Add item	+ Add item	Following an episode of...

View Model Configure

Customer Journey Claim Settlement Journey Experience Empty Nester Insurance Claim Experience - Specialised claim experience with empathy

Journey Feeling

Moments of truth

Emotional Triggers

Needs

Story Board

Journey Stages

Customer Journey Map:

- Claim Assessment: Customer receives a claim with a reference of payment to a healthcare provider.
- Claim Feedback: The customer waits for the analysis of the claim by the insurer.
- Claim Payment: The insurer receives the notice of determination of the claim.
- Claim Resolution: The insurer may request additional information from the customer.
- Claim Reimbursement: The customer receives the reimbursement.

Associated Journey Stages:

- Contact Insurer: Following an episode of care, a customer receives the claim with a reference of payment to a healthcare provider.
- Submit Claim: The customer submits the claim to the insurer.
- Wait for Result: Wait for the determination of the claim.
- Notice of Determination: Receive advice on the claim.
- Information Request: Provide further information if...
- Receive Payment: Payment processed and...

## How can I set up the customer journey experiences?

Select the newly created journey in the tree. Select the 'Experience' sub-tab.

Add your journey experiences to the grid. You can create multiple experiences to traverse the same journey.

In this version, you must select ALL available values in the 'Journey Experience Criteria' column.

## How can I model the user experience?

Scroll down on the 'Experience' tab to the 'Model the Experience' section.

Based on what you set up in the grid, you can select one experience and one Value Proposition.

Selecting the value proposition provides you with the segment and offering that will be associated with your user journey.

Complete the values in the grid for each user journey stage. The 'Need' column is brought from the linked value proposition. If you don't model this, the 'Need' row in the User Journey Map will simply remain blank. Feelings, Moments of Truth and Emotional Triggers are drawn from your configurations on the 'Configure' tab. These can be updated at any time. If you make configuration updates whilst modeling an experience you might need to refresh your screen to bring the changes into the experience lists.

## How can I view my customer journey?

Select the 'view' tab. Select the User Journey and the Experience from the relevant drop down lists. These lists are populated by the modelling you have done.

The User Journey Map will be dynamically created based on what you have modelled. To edit, go back through the previous steps and make the required updates.