

Template for Day 3: Storyboarding Your Customer Journey

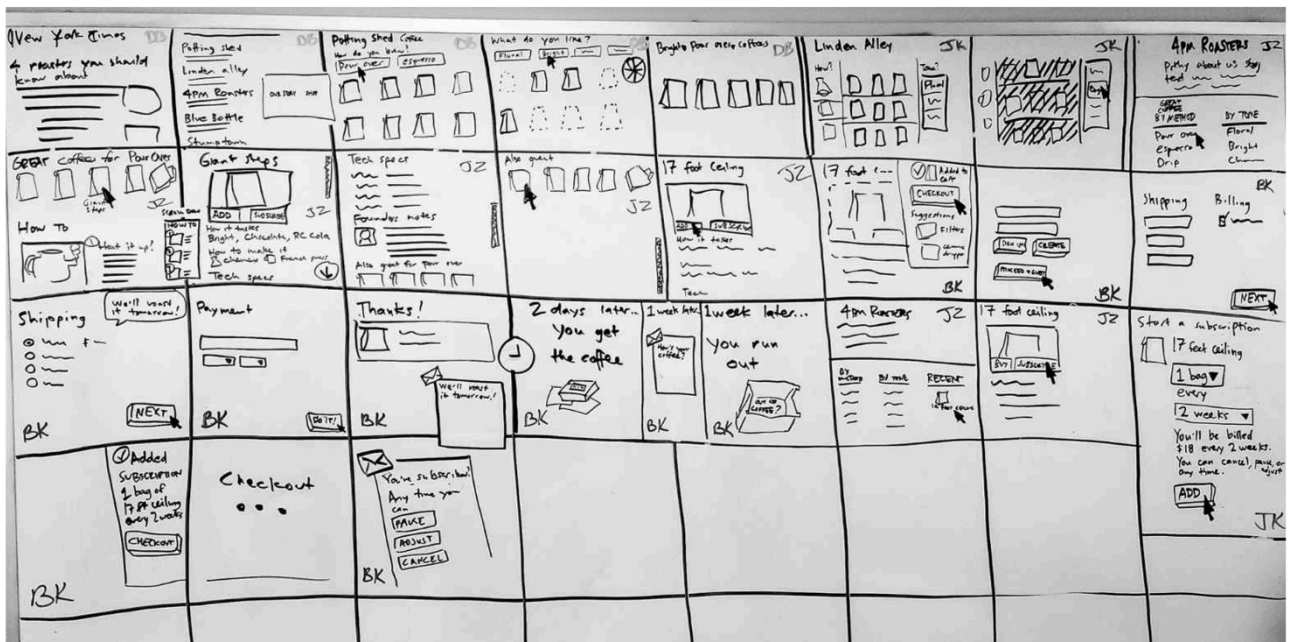
Step 1: Set Up Your Storyboard

The storyboard helps visualize how your customer interacts with your product or service. Follow these steps to create one.

1. Draw Your Grid

- Prepare a storyboard with 15 squares (use a whiteboard, notebook, or digital tool).
- Label each square to represent one step of the customer journey.

Example Layout:



Blue Bottle Coffee's storyboard shows all of the clicks required to select and order coffee beans.

2. Choose Your Opening Scene

- How does a customer first encounter your product? Think simple: web search, Instagram ad, store shelf, etc.

Example:

- "A customer searching online for premium coffee mugs."
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3. Fill in the Journey Steps

- Move sketches from Day 2 into the storyboard where possible.
- For gaps, draw or describe the action in each step. Keep it simple and focused.

Example Steps:

- Step 1: Customer searches online for "best coffee mugs."
- Step 2: An ad for your mugs appears on social media.
- Step 3: Customer clicks and visits your website.
- Step 4: They explore the product page and add a mug to their cart.
- Step 5: Checkout is seamless, and they eagerly await delivery.

1. Fill in your storyboard grid:

- Step 1: ☐
- Step 2: ☐
- Step 3: ☐
- Step 4: ☐
- Step 5: ☐ (Continue up to 15 steps if needed.)

Step 4: Highlight Key Moments

Identify the most critical interactions for your customers.

1. What moment will leave the biggest impression on your customer? Example: "Unboxing the mug and feeling its premium quality."
2. How can you ensure that moment is delightful and memorable? Example: "Include a handwritten thank-you note with the package, or the aroma of coffee when you open the box."

Key Moments in Your Journey:

- Moment 1: ☐
- Moment 2: ☐
- Moment 3: ☐

Final Note

Your storyboard is your product's roadmap to success. Once complete, you'll be ready to bring your vision to life in Day 4's prototyping phase. Share your storyboards with us using #5DaySprintChallenge and tag @harshinbiz to join the community!