



EMOTIONAL JOURNEY MAPPING

WHAT IS IT?

EMOTIONAL JOURNEY MAPPING uncovers the conscious as well as nonconscious drivers that impact customers' decisions.

EMOTIONAL JOURNEY MAPPING consists of detailed interviews led by an Innovationbubble psychologist which focus on customers' emotional journeys. Our interviewing technique uses open-ended, reflexive questions to truly understand the thoughts and feelings behind each step of the customer journey.

EMOTIONAL JOURNEY MAPPING is ideal for building brand identity and new product development, as well as informing advertising, marketing and communications strategies.

WHAT DO YOU GET OUT OF IT?

- The results reveal customers' (hidden) attitudes, emotions, barriers, preferences, wishes and hopes when engaging with a product, brand or company.
- We use INSIGHT GROUPS to investigate the customer journey in detail, using our psychological expertise to analyse the groups' conversation, picking up on nonverbal and tonal cues that reveal the individuals' emotional and motivational responses.
- EMOTIONAL JOURNEY MAPPING is ideal for building brand identity, new product development, as well as informing advertising, marketing and communications strategies.

WHY USE IT?

- Unlike traditional journey mapping exercises, our approach provides information about the conscious as well as nonconscious drivers of a target audience at each stage of the customer journey.
- EMOTIONAL JOURNEY MAPPING is based on the fundamental principles of psychology.
- An EMOTIONAL JOURNEY MAP allows companies to improve customers' experiences, by understanding how to engage them emotionally.

