Friction Map

Phase 1: Data aggregation. This data is thrown together for the demo only for educational purposes. This is not true or accurate data to any journey, flow or use case.

Identify the Journey that Matters / Name of sub-journey here

User Session

Set the stage by writing a statement that describes the scenario of this user's session; i.e., Existing Wireless customer leverages the myATT app to upgrade a device and plan through one of our popular trade-in offers.

Funnel data

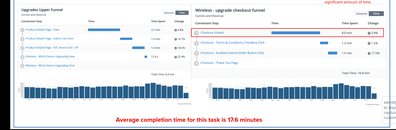
Data comes from GA

Segment: Product Details Page - ATC Intent Click - UP Occurred

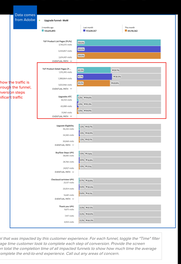
Date Range: Measured over 30 days (07/01/21 - 07/30/21)

# of Users	# Sessions	# Occurances	Conversion rate	# Abandoned carts	Total $ Lost from abandoned cart
0.2k	1.9M	88,345	~40%	9,726	$104.9M

The metrics are a culmination of all browsers, operating systems & devices for all users for the defined segment within the specified date range.



Average completion time for this task is 17.6 minutes

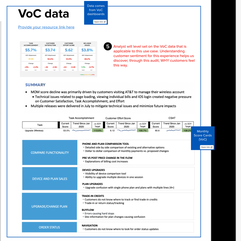


Traffic and SEO data

Data comes from GA

VoC data

Data comes from Qualtrics



Friction Synthesis

Copy the identified friction stickies under their respective categories. Then write an executive statement describing the primary frictions for each category. The executive statements are consumed in the CXM benchmark deck for friction readout, as well as informs the synthesis exercises used to input to the the Journey Maps.

Authentication	Complexity	Clarity	Distraction	Human	Incentivize	Personalization	Pricing	Tech	Wayfinding
Design Audit, etc.									

PHASE 6: Synthesize - All icon stickies are copied & collected within their respective themes. They are synthesized into Key Friction Statements

Customer isn't recognized throughout their journey

Executive statement goes in here

PHASE 2: Analyst populates data, page url, content displayed and user flow. They give a readout to the impacted team

Engagement data

CXM team provides engagement metrics for each step of the flow. Analyst populates the data into the provided Observation stickies. This helps the teams see the user behavior at each step in the flow. Additional data can be layered in at request. Place a pink sticky in context of the flow or metric to request more data. Call out any points of concern within the data to draw the team to investigate closer.

Page URL

The page URL is provided for each page in the flow.

Content displayed

Through the user session identified above, screen captures are taken of the content displayed to customer at each step in the journey.

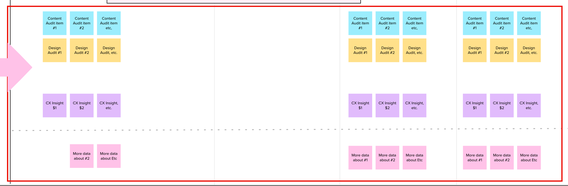
NOTE: The user session above was leveraged to map this flow providing visibility into the CX itself. Screen grabs are provided to orient us to the step in the experience where the metrics apply.

User flow

Each step in the user flow is represented by a shape. These shapes are taken from traditional UX flow diagram models. See the legend to understand what each shape represents in the model.

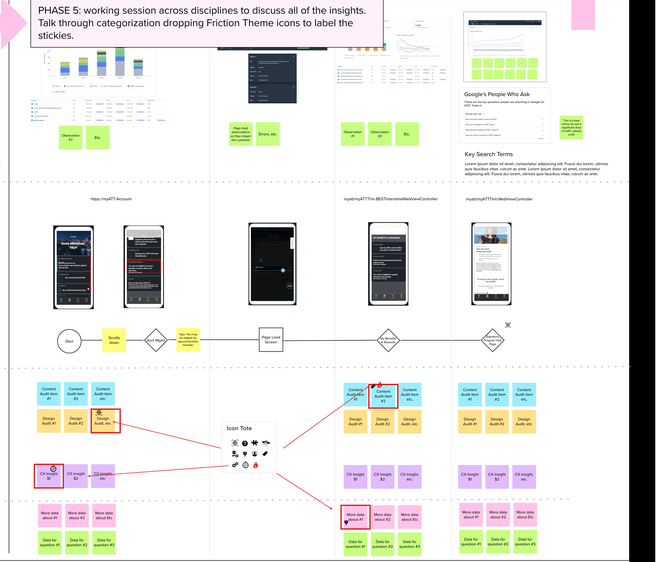
Yellow sticky notes are used to describe the action the customer took in the each step of the flow.

PHASE 3: Disciplines layer insights via color coded stickies, and ask questions using the pink stickies!



PHASE 4: Analyst responds to pink stickies; layers in more data per the requests

PHASE 5: working session across disciplines to discuss all of the insights. Talk through categorization dropping Friction Theme icons to label the stickies.



How to Conduct a Content Audit

Insights

Each CX discipline has its own color for mapping insights. Pink stickies are reserved for placing requests at certain points where you need more data around a friction. All disciplines use pink stickies to requests more data.

Drop category icons on the stickies. Categorizing them as you plot helps the team understand the themes and sort the frictions during the synthesis exercise.

Icon Tote

More data

Pink stickies are layered in to request additional data based on insights from the different disciplines

LEGEND

Color coded stickies!

- Customer action taken
- Analyst
- Content strategy
- Design strategy
- Research (consumer & market)
- Data request

Friction Themes: icons & definitions

- **Authentication** — Login tools and recognition ease and means
- **Clarity** — Consistency, Meets Expectations. Content isn't clear - copy is jargony, colors of text are hard to read, or the content doesn't make sense; changes to design look at hard. What customer expects is not delivered.
- **Complexity** — Number of steps. Density and digestibility of content.
- **Distraction** — Content that is distracting to the CX look at hand, especially buy-flow. Multiple CTAs on a page, ads that pop up, ads that are popping up that interrupt flow, such as asking for feedback before process is complete.
- **Human** — Human Engagement. Content is at eye-level with customer, friendly, caring, sexy, and engaging.
- **Incentivize** — Incentives / Rewards / Loyalty program. Offers, points, benefits beyond products and services that are compelling enough to earn. Branded community. Referral Program.
- **Personalization** — Customized. Content caters to the individual customer experience. Relevance and personalization of content, messaging and execution. Preferences. Meets customer where, when, and how they prefer.
- **Pricing** — Clarity, transparency, ease around cost. Reflects customer wants regarding price and math.
- **Tech** — Tech performance, functionality issues, load times, Tools that exist and aren't up to snuff or tools in CX that's exists in flow but could improve CX if integrated added. Limited experience on one screen.
- **Wayfinding** — Navigation and other issues for customer not being able to get to or find what they need.
- **Weighted concern** — Can be applied to any of the applicable friction categories above to denote heft of issue.

User flow symbols

Start → System event / Customer action taken → Customer Decision → End

Talent

Analyst: My name goes here
Researcher: My name goes here

Content strategist: My name goes here
Design strategist: My name goes here

Producer: My name goes here
Lead: My name goes here

CX