

Customer Journey Mapping

Connecting the dots to the next big thing



Concept testing gauges consumers' interest in a new product idea to gain some objective understanding of its potential before pouring money into product development.

Tracing Consumers' Product Journeys 101



Step 1

Build consumer empathy



Step 2

Understand consumer experiences as stories and unspoken needs.

How It Works

Why

- > The entirety of customer experience summarized and zoned in on different departments' POV

When

- > Anyone wanting to understand their consumer (everyone)

How

- > Carefully curated studies detailing motivations, triggers, and touchpoints

Consumers tell us exactly what they want **through actions**.
Companies can create just that **by listening**.

How We Make That Happen

Identifying and solving consumer pain points, creating detailed consumer experience roadmaps, then leveraging gap analysis to assign opportunity scores to each need.

Consumer Insights. Delivered.
Contact Us: info@curioninsights.com