

Leoptimize

The Jungle of the Customer Journey

André Vieira



Hey there! I'm

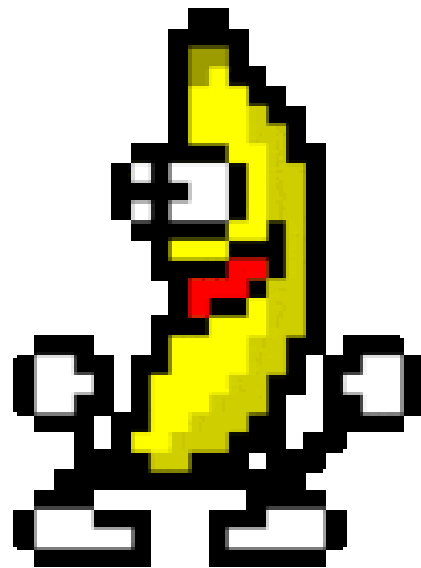
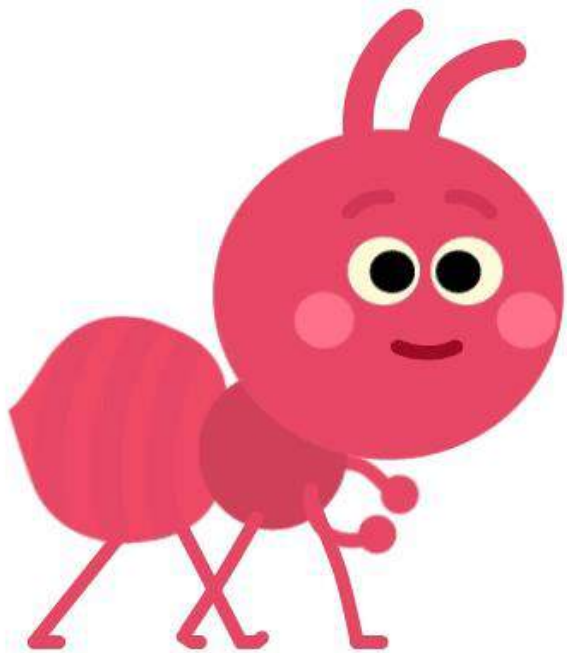
André Vieira

...a customer journey optimization expert.





TERRA BRASILIS





YO BRAZIL'S IN DA HOUSE LET'S F***ING GO!!!1

(NO 7-1 JOKES PLS THE TRAUMA NEVER WENT AWAY)





+



=

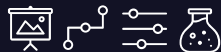


15+

years

doing this
same crap

(I'm an old fart now)



WESTWING



BOOM!
BY CINDY JOSEPH

SAMSUNG



CAREERFOUNDRY



PetPlate

FINANZCHECK.DE

karten
macherei

ONE ACRE FUND



BANCO
DEL SOL

Loop optimize

a customer
journey
optimization
agency

The image features a dark green background with stylized, layered illustrations of tropical leaves in various shades of green and orange. The leaves are positioned in the corners, creating a jungle-like atmosphere. The text is centered in the middle of the image.

THE JUNGLE OF THE CUSTOMER JOURNEY

IS VERY REAL!

Study: The Messy Middle

by Google



LINEAR JOURNEYS = MYTH

Entry and exit points are usually clear. The rest is chaos.



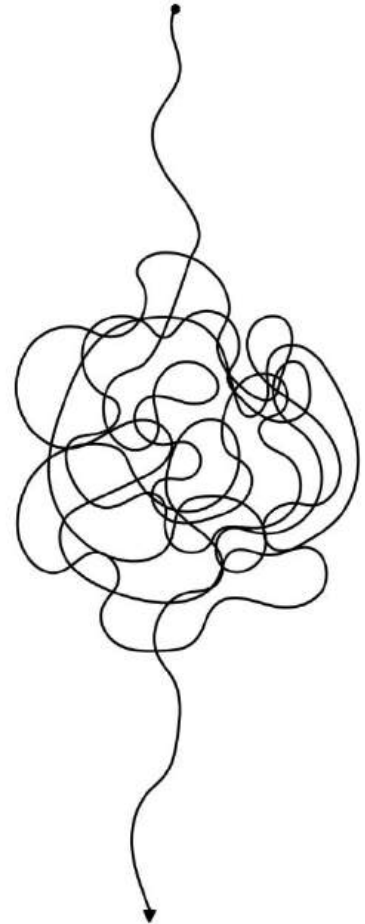
TWO MENTAL MODES

Exploration and evaluation form a loop and guide behavior.



CHAOTIC DOESN'T MEAN RANDOM

Patterns do exist. We can tackle complexity with structure.



CRO and Experimentation usually propose a touchpoint-focused approach. One page. One screen. Not a lot of **context.**



The background features a light blue grid with white line-art illustrations of various interlocking gears of different sizes and orientations. Some gears have internal details like teeth and shafts. The overall aesthetic is technical and mechanical.

The concept of

CUSTOMER JOURNEY OPTIMIZATION

“

Customer journey optimization (CJO) is the process of mapping and understanding customer interactions across multiple touchpoints in order to improve the end-to-end experience.

ANDRÉ, THE CJO DUDE

Disproportionately passionate about customer journeys.
(...and well-animated PowerPoints too I guess 🤖)



We use a ton of heuristics to evaluate pages and screens...



Clarity



Relevance



Distractions



Efficiency



Intuitiveness

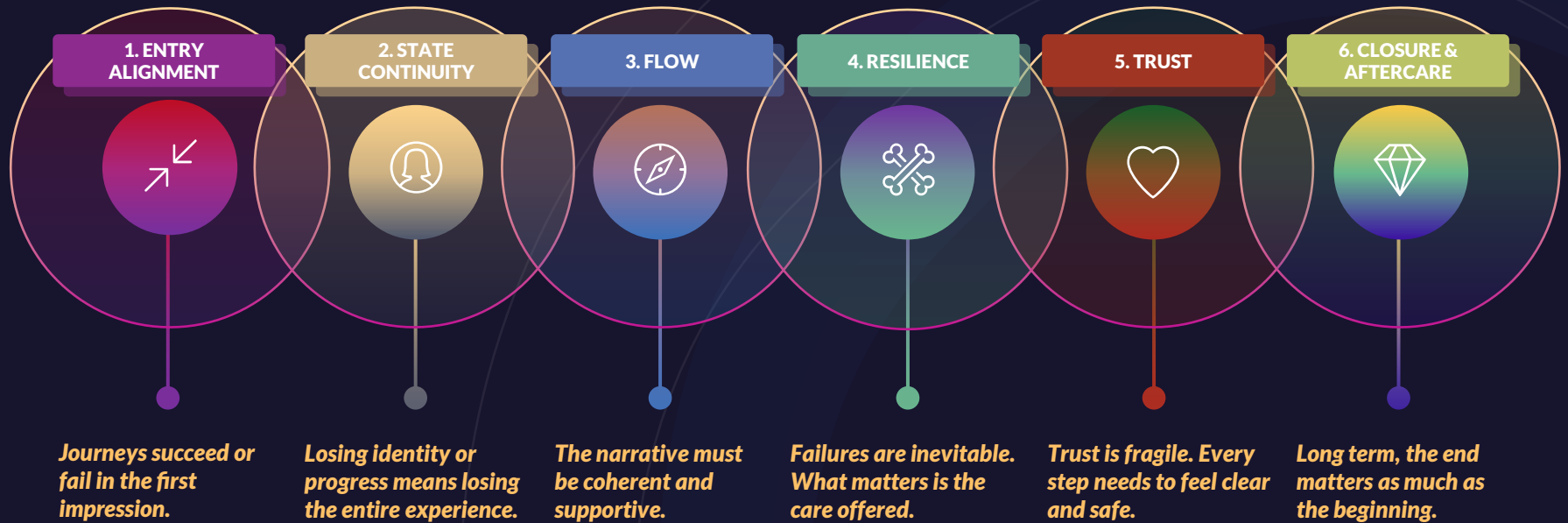
*...but they say **very little** about the quality of the journey.*



CJO requires *specific heuristics*.
**A more careful (*and caring*) way to look at
how people experience your brand.**



We can evaluate journey quality heuristics with these





1. Entry Alignment

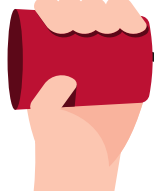
What is it?



EXPECTATIONS

1. Entry Alignment

How well the journey matches the promises that brought people in and supports their first steps.



Company:



Cool stuff we can learn here:

- Make the element that takes you to the next step different from everything else
- Salmon is good for your health

Kostenlos. Einfach. Lokal.

Registrieren oder Einloggen

geforce rtx 3080 Alle Kategorien Hamburg Winterhude... Ganzer Ort Finden

ANZEIGEN AUSSCHALTEN AUS

CSL-Computer | Nvidia GeForce RTX 3080 TI

PC stark reduziert - Geforce RTX PC

Bei 1, 3, 6 und 12 Monaten - Keine versteckten Kosten - Ab 1 Monat Laufzeit

LACHS IM BIO-TRIO.

LACHS IM BIO-TRIO.

BINGO!

NOPE!

NOPE!

SALMON IS GOOD FOR YOU

YUMMY OMEGA3

BINGO AGAIN!

PROMISE CONTINUITY

Are we delivering exactly what people were promised?

CONSISTENCY

Is our language and framing consistent across the entry?

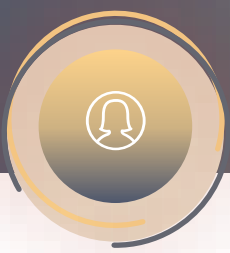
GETTING STARTED

Is the first step obvious and effortless?



MAIN POINTS

Entry Alignment



2. State Continuity

What is it?



PRESERVATION

2. State Continuity

The ability to preserve identity and progress even when people switch channels, devices, or contexts.

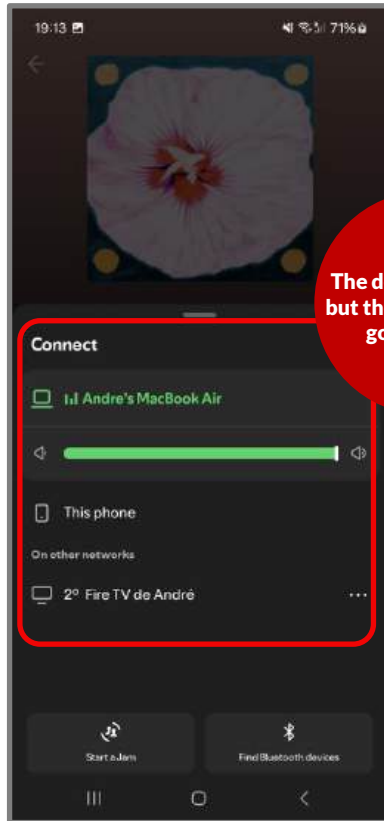


Companies:

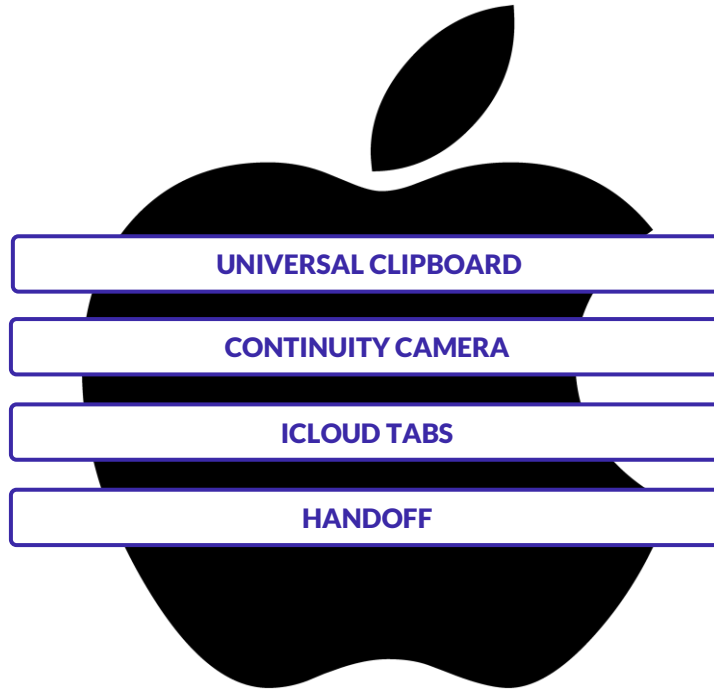


Cool stuff we can learn here:

- Seamless device switching
- Progress preservation at its finest



The device changed
but the groove is still
going strong



IDENTITY PRESERVATION

Are we keeping people recognized across devices, sessions, and channels?

PROGRESS CARRYOVER

Is the person's progress saved and restored every time they return?

STATE COHERENCE

Do all channels reflect the user's exact state without contradictions?



MAIN POINTS

2. State Continuity



3. Flow

What is it?



COHERENCE

3. Flow

How well we build a coherent narrative through clear steps, natural transitions, and emotional cues that keep people moving with momentum.

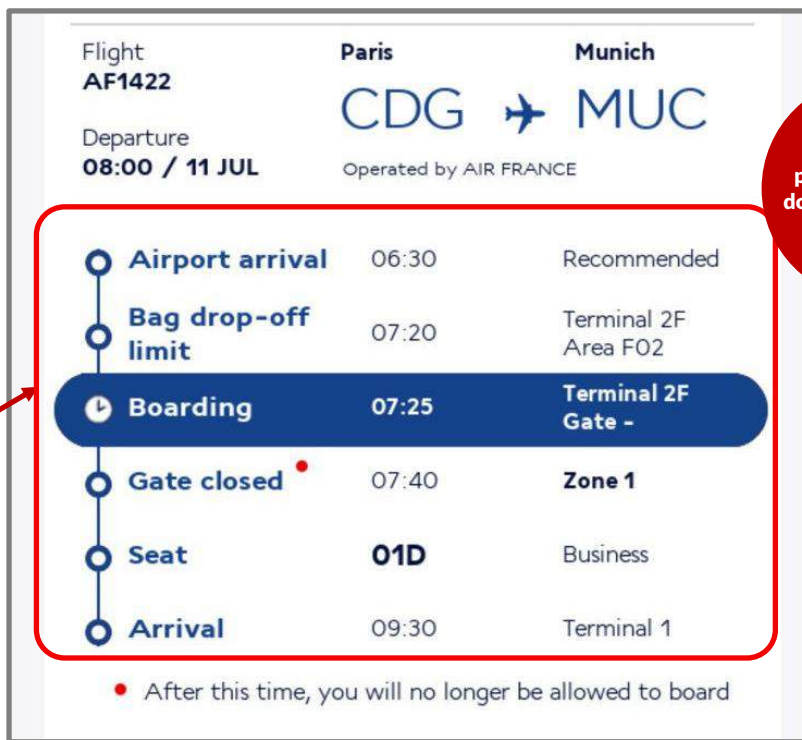


Company:

AIRFRANCE

Cool stuff we can learn here:

- Simple measures can be very effective in real journeys
- Visuals are good, you know exactly where you are and what's next

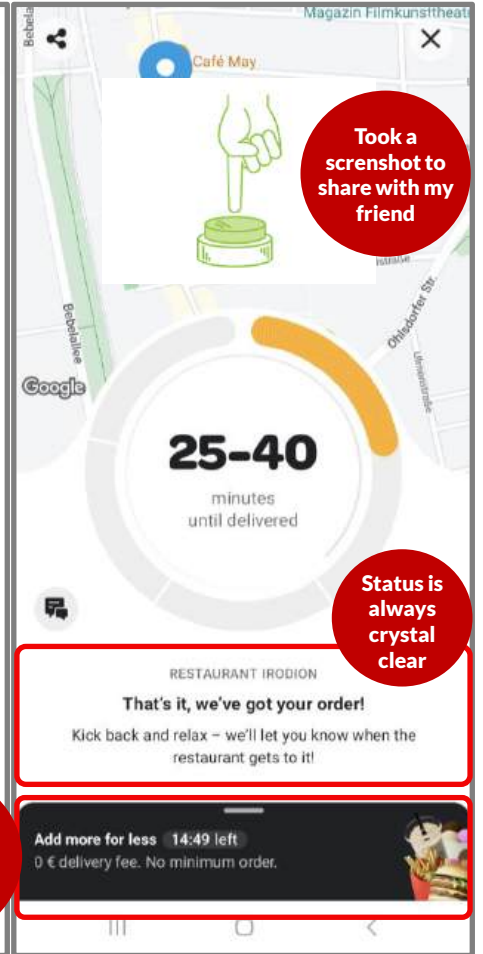
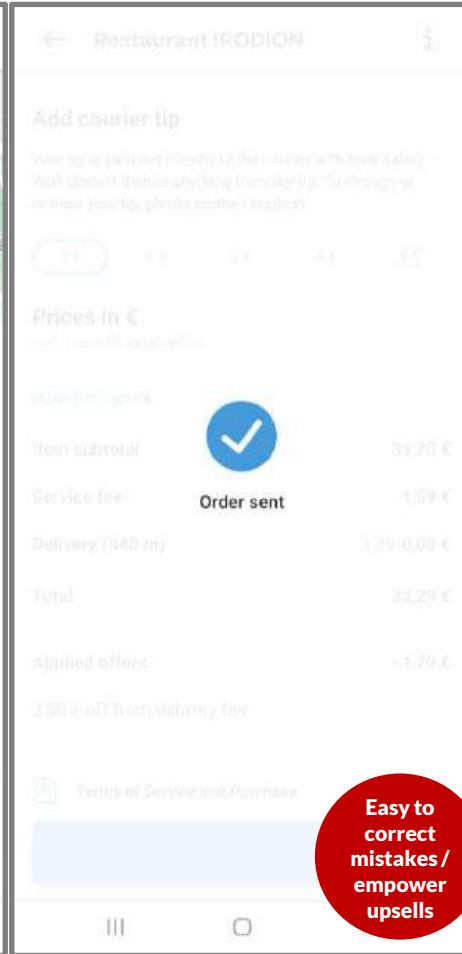
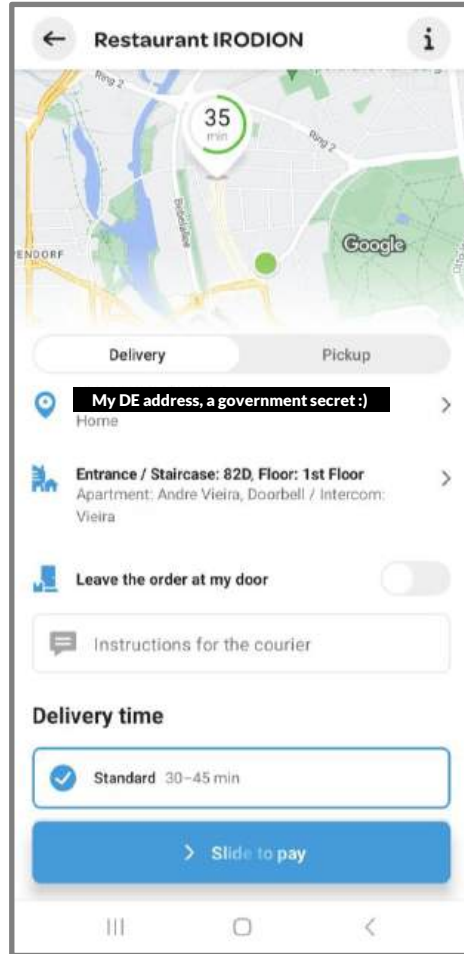


Preventing passengers from doing math, saving them from evil

Company:
Wolt

Cool stuff we can learn here:

- Real-time journey adaptations
- Great next action prediction
- Extra clear expectation setting
- You always know where to tap or look next
- Absolutely delightful handling by customer support

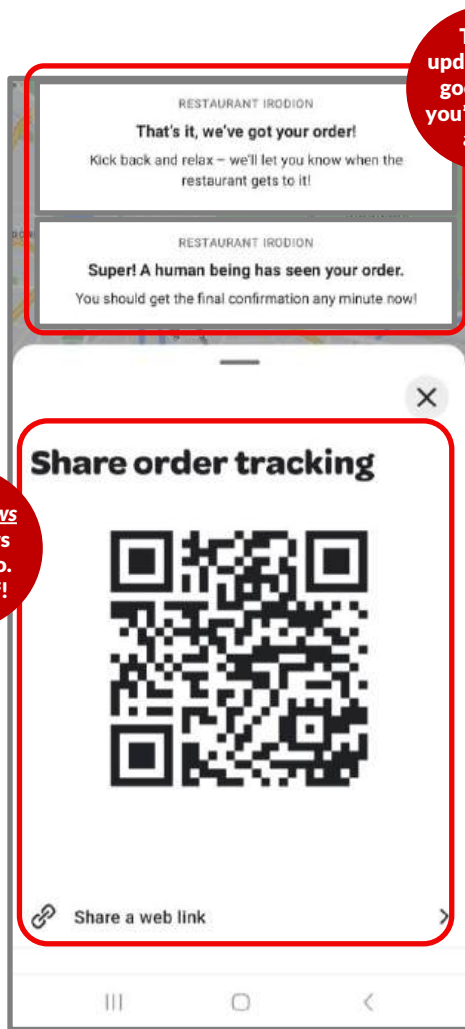


Company:
Wolt

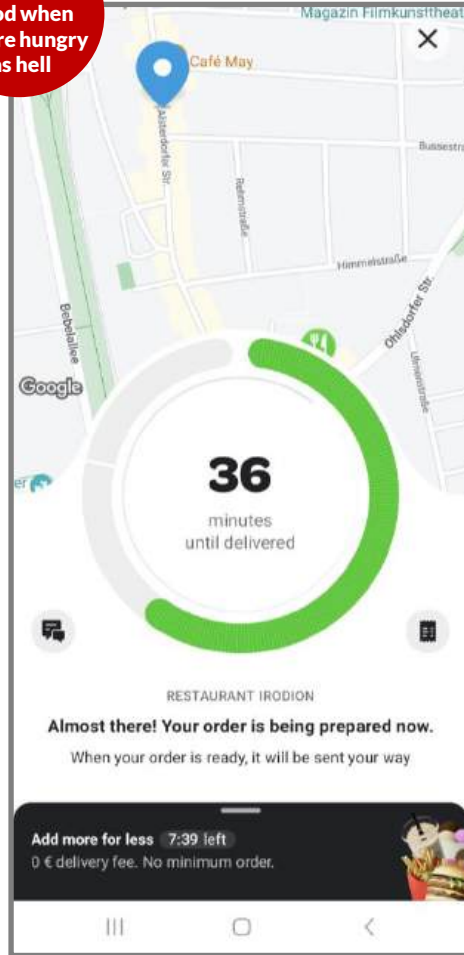
Cool stuff we can learn here:

- Real-time journey adaptations
- Great next action prediction
- Extra clear expectation setting
- You always know where to tap or look next
- Absolutely delightful handling by customer support

It just *knows*
what users
want to do.
Cool stuff!



Timely
updates, very
good when
you're hungry
as hell



Greek steaks OMG YES, DOUBLE YES, TRIPLE YES YES YES :)

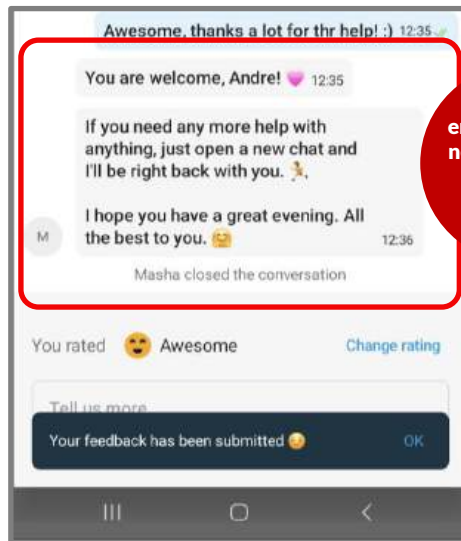
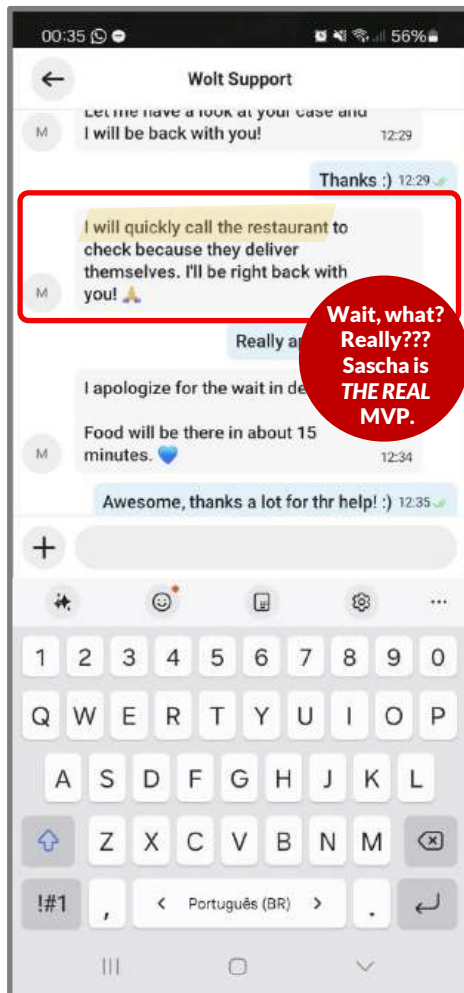




Company:
Wolt

Cool stuff we can learn here:

- Real-time journey adaptations
- Great next action prediction
- Extra clear expectation setting
- Precise anxiety alleviation mechanisms
- Absolutely delightful handling by customer support



Company:



Cool stuff we can learn here:

- Be careful with your messaging in every touchpoint!
- Always make the next step as clear as possible



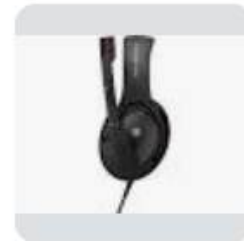
MediaMarkt

<https://www.mediamarkt.de> › product · [Translate this page](#) ⋮

EPOS SENNHEISER Game one Gaming Headset

Der maximale Schalldruck des EPOS **SENNHEISER Game one** Gaming Headsets liegt bei 116 Dezibel (db). Der Tonfrequenzbereich umfasst eine Spanne von 15 – 28.000 ...

2.0 ★★☆☆☆ (2) · €129.99 · **In stock** ⓘ



LEZZGOO
OOO!

Company:



Cool stuff we can learn here:

- Be careful with your messaging in every touchpoint!
- Always make the next step as clear as possible

Almost sold out... let's hurry!

Jackpot!

IMMEDIATE delivery, wowzers

Please say it ain't so :(

The good old Soon™

You're breaking my heart here



ORIENTATION & WAYFINDING

Can people understand where they are and what comes next?

FLEXIBILITY IN RECOVERY

Do detours, mistakes, and returns feel effortless and lossless?

NARRATIVE MOMENTUM

Does the journey build a clear emotional and logical progression?



MAIN POINTS

3. Flow



4. Resilience

What is it?



RECOVERY

4. Resilience

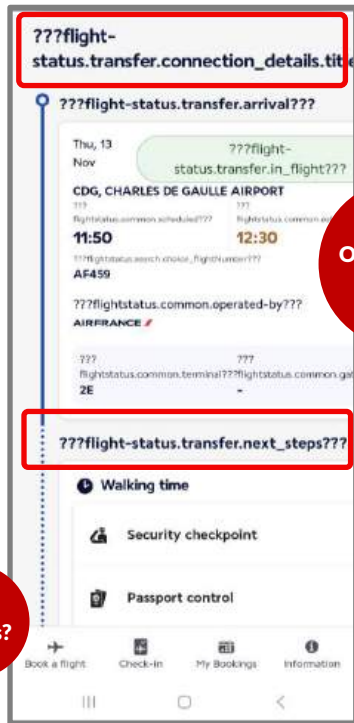
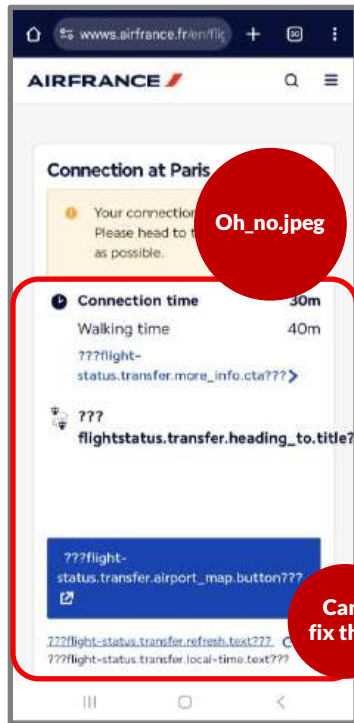
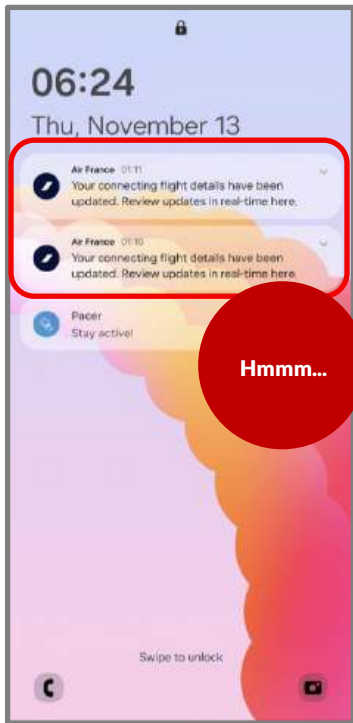
Failures, detours, and interruptions don't break the experience or the user's momentum.

Company:

AIRFRANCE 

Cool stuff we can learn here:

- Having “plan B” states for key screens is a good idea
- Humans still rock :)



ERROR RECOVERY

When things fail, can people recover instantly without losing progress?

FORGIVENESS WITH MISTAKES

Are mistakes handled gracefully so people never have to start over?

STABILITY UNDER STRESS

Does the journey stay fast, stable, and usable even under bad conditions?



MAIN POINTS

4. Resilience



5. Trust

What is it?



SAFETY

5. Trust

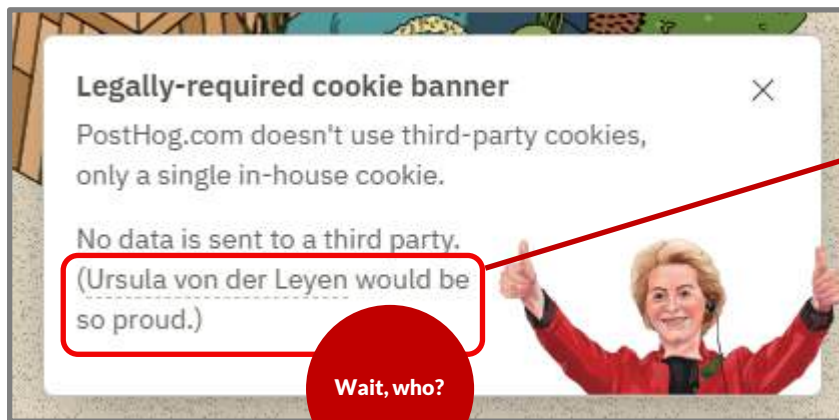
The degree to which we reduce risk and uncertainty through clear information, ethical choices, and safeguards that earn genuine trust.

Company:

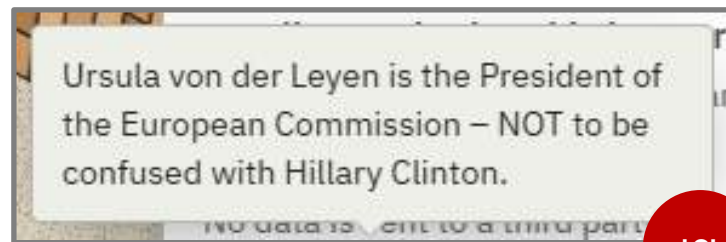


Cool stuff we can learn here:

- You can be respectful and funny at the same time
- Delight hides in small details



Wait, who?



LOL

ACCESSIBILITY & SAFETY

Can everyone use this safely and without barriers?

PRIVACY & CONSENT

Are we asking for data in a respectful and direct way?

TRANSPARENCY

Is everything clear before people commit?



MAIN POINTS

5. Trust



6. Closure & Aftercare

What is it?



RELATIONSHIP

6. Closure & Aftercare

How we turn endings into reassurance through clear confirmation, helpful next steps, and consistent aftercare.



Company:
krisp

Cool stuff we can learn here:

- Post-conversion care is potentially more important than the conversion itself
- It takes one good experience for loyalty to take shape



THE FACTS:

- I had used the software for a good while
- It stopped working all of a sudden.
- I opened a ticket asking for help.
- Ended up finding the solution 1 hour later (*Windows just sucks*).

Cool stuff we can learn here:

- Post-conversion care is potentially more important than the conversion itself
- It takes one good experience for loyalty to take shape

FIRST RESPONSE AFTER MY TICKET



Narine (Krisp Support)

Mar 3, 2021, 23:52 GMT+4

Good day, it's Narine here

Thank you for sending your report!

I've checked the report with our QA team and we didn't notice any technical issues neither on your device, nor on your Krisp. So this is to confirm that technically Krisp functions normal on your end.

However, we kindly ask you to go to your device's Settings ----> Sound Control Panel and unmute your Microphone. Check the screenshot please:



Company:

krisp

Cool stuff we can learn here:

- Post-conversion care is potentially more important than the conversion itself
- It takes one good experience for loyalty to take shape

MY REPLY MENTIONING THIS COULD BE A FEATURE

Dear Narine,

Thank you for your reply. You're absolutely right — I found that out later yesterday after submitting my report. Sometimes **Krisp** gets muted directly in Windows for what seems to be no reason (I found other people online having the exact same issue, I'm still unsure if there's any keyboard shortcut that might trigger this behavior though).

One noteworthy point here is that there's no indication whatsoever in **Krisp** that Windows muted it. I'm not sure if it's even possible to add that as a feature, but it would be most welcome as it really makes it easy for the user to understand what's going on.

With that said, **Krisp** is working fine again on my end. Thanks a lot for coming back to me with a solution!

Have a great day! :)

André Vieira

Company:
krisp

Cool stuff we can learn here:

- Post-conversion care is potentially more important than the conversion itself
- Humans still rock :)

ONE WEEK LATER...



Astghik (Krisp Support)

Mar 9, 2021, 0:44 GMT+4

Good day, André,

It's Astghik here from Krisp's support team following up with your request,

I'm glad to inform you that we've recently launched a new version of Krisp and implemented the feature that you've asked there. I should advise you to update your Krisp app to the newest version (you may do it by clicking on "Check for Update" from your Krisp app) as we've added a feature where we show the mute state directly in the app and allow to unmute. I'm sending you a screenshot below as a reference on how it looks. You may find all the details about the important improvements made to the app [here](#).

Please give this a try and let me know how it goes. I'd be glad to have your feedback on this.

Should you have any other questions feel free to let me know.

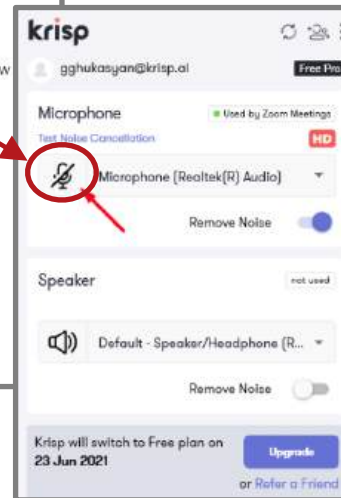
Regards,

--

Astghik Ghukasyan

Krisp Technologies, Inc.

Subscribe to the latest product updates at <https://whatsnew.krisp.ai/>



CLEAR CLOSURE

Do people get clear confirmation and next steps every time?

REBOARDING

Are we helping people start or restart their journey when they want to?

OFFBOARDING

Are cancellations and exits smooth and human?



MAIN POINTS

6. Closure & Aftercare

CJO Heuristics Checklist



Heuristic	Question
1. Entry Alignment	Promise matching: Does the promise at entry match the messaging?
1. Entry Alignment	Value proposition consistency: Does the value proposition stay consistent?
1. Entry Alignment	Lexical and visual consistency: Are keywords, metaphors, and images consistent?
1. Entry Alignment	Localization & cultural fit: Do language, currency, and cultural cues fit the audience?
1. Entry Alignment	First step guidance: Is the first step clearly signposted without ambiguity?
2. State Continuity	Identity states: Are new, returning, logged in or out, and cross-device states clear?
2. State Continuity	Duplicate resolution: Are email or phone conflicts resolved without friction?
2. State Continuity	Cross-device carryover: Can progress move across devices without loss of context?
2. State Continuity	Cross-channel coherence: Do confirmations and follow ups reflect the user's journey?
2. State Continuity	Cart & form persistence: Do carts, forms, and preferences persist across sessions?
2. State Continuity	Human handoff: Is context preserved during human handoff so users don't repeat themselves?
2. State Continuity	Phygital integration: Are physical/offline interactions synced with digital states?
3. Flow	Narrative arc: Is there a clear progression from discovery to reassurance to completion?
3. Flow	Step progression: Does each step build naturally on the previous one?
3. Flow	Branch handling: Are alternative paths like guest checkout supported smoothly?
3. Flow	Detours & returns: Can users take detours and return without losing their place?
3. Flow	Nonlinear behaviors: Does backtracking or skipping ahead avoid confusion or data loss?

That said...
CJO becomes ridiculously powerful
with the **correct tech stack.**



Enterprise-Level CJO Stack: Unlocking CJO's True Potential

EXPERIENCE OBSERVABILITY

 fullstory

GLASSBOX

 PostHog

APP PERFORMANCE MONITORING

 DATADOG

 SENTRY

IDENTITY SPINE

 twilio
segment

 mparticle

 rudderstack

CONTEXTUAL FEEDBACK

qualtrics^{XM}

Medallia

Sprig

UNIFIED DATA BACKBONE

 Google
Big Query

 snowflake

 amazon
REDSHIFT

 databricks

DECISION GOVERNANCE & EXPERIMENTATION

 GrowthBook

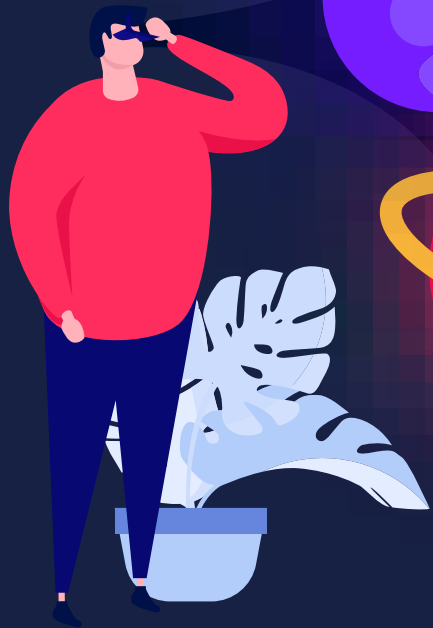
LaunchDarkly →

 ABsmartly

RT ORCHESTRATION & ACTIVATION

 Insider

braze



Some possibilities:

- Measurably quantify all the CJO heuristics we just discussed.
- Predict where journeys are most likely to break with a scary level of accuracy.
- Generate dynamic journey paths powered by behavioral data and LLMs.
- Trigger automated interventions *even before friction appears.*

ADAPTIVE JOURNEYS WITH GEN-AI IS THE FUTURE

Predictive empathy:
systems recognizing
not only customer
profiles, but
emotional and cognitive
states as well.

Generative interfaces
that redesign pages in
real time for *each person*.

Self-healing journeys
that repair
themselves the
moment they break.

Questions? Concerns? Regrets? Want to connect? Need a hug?
Then don't be a stranger. Let's talk!



QR Code to CJO Heuristics



My LinkedIn

<https://www.linkedin.com/in/heyandrevieira/>

My Email

andre.vieira@looptimize.com



THANKS, LOVE Y'ALL!

Looptimize