

COMPARISON CUSTELLENCES / SMAPLY / UXPRESSIA

| FEATURE | WHY IS THIS IMPORTANT? | CUSTELLENCES | SMAPLY | UXPRESSIA |
|--|--|---|---|---|
| Real-time collaboration (like Google Docs) | To be able to run remote workshops with people far away. And I want to collaborate in the same map, at the same time, just as in Google Drive. This is important to avoid workshops and unnecessary traveling. | Yes. Collaborate with unlimited people simultaneously. | No. To collaborate you have to log out so one other person can login and edit. | No. To collaborate you have to log out so one other person can login and edit. |
| Show and hide deeper level of information | To collect as much data and insights as I need, without worrying about a cluttered map. I want to be able to switch between showing the details and the bigger picture. | Yes | No | No |
| Different length of cards | This is a key feature, and maybe the most important to create relevant maps. Without this feature I cannot visualize e.g. how a solution covers multiple touch points. Or how a process workflow covers multiple steps in the customer journey | Yes | No | No |
| Edit text size, bold etc in the cards | To make my map more visually clear - and look better | No | Yes | Yes |
| Different card shapes | To create a more visually clear map - easier to understand | Yes | No | No |
| Visualize and handle both Current state (ASIS) and Future state (TOBE) in the same map | To increase efficiency and to avoid the fuss of having to create - and constantly update two maps/versions, I want to be able to keep track of the ASIS and TOBE in one place. | Yes | No | No |
| Move cards around | If I change my mind or get new insights, I need to be able to move cards around in the map. | Yes | No | No |
| PDF and vector download | I need the best resolution for a Powerpoint or other presentations. I might want to work on my map in Sketch, Illustrator or any other design tool to make a certain look. | Yes. Editable vector | Yes. PDF (but not sure if it's editable vector) | Yes. PDF (but not sure if it's editable vector) |
| Being able to create a map or card, without having to follow a certain workflow | To use the tool freely to fit different needs is an important aspect for any tool | Yes | No. You can not create a Journey Map before you have created a persona | Yes |
| Create the lanes you want | I want to be able to build a map that reflects reality. Therefore I want the freedom to create the lanes I need. All projects and organizations are different, and predefined set can restrict you. | Yes. Custellence doesn't limit you to a predefined structure. | No. Choose from a set of predefined lanes | No. Choose from a set of predefined lanes |
| Restore deleted data | If I delete or archive data, is it gone for good? Or is it connected to the map and restorable? I need to make sure nothing will get lost if someone else deletes something. | Yes | No | No |
| Sharing map (by email link for login) | When sharing a map, it's important for me as a user to feel secure about who gets to look at the map. Sharing open URL links isn't always safe. | Yes. And it's free and unlimited!! | Yes, but the invited has to be a paying user. | Yes, but the invited has to be a paying user. |
| Share specific cards | If I want to get someone else's feedback (to fill in, to react, or just to be aware of the data in the card) can I share that card? | Yes. Share by emailing URL. | No | No |
| Connect a Master-map to other detailed maps | I want to be able to connect my "master-map" or end-to-end map to more detailed maps (to be able to map a journey all the way down to details). But I want to avoid having a clutter in my master or end-to-end map. | Yes. Link to other maps by inserting URL. | No | No |
| Map templates | To be able to start from a template instead of starting from a blank map. | Yes - Few templates to choose from but elaborated and informative. | No | Yes - Many different templates to choose from but far to primitive. |
| Customer Journey Mapping focus | Most often the Customer Journey Map is the main and most vital visualization. Less focus on the map as such can not be compensated by less important visualizations. | Yes. No other visualizations. The most competent map visualisation tool. | No. The Customer Journey makes 1/3 of this tool besides Persona and Stakeholder maps. | No. The Customer Journey makes 1/3 of this tool besides Persona and Influencer maps. |
| Country of origin | | Sweden | Austria | Belarus |
| OUR CONCLUSION AND RECOMMENDATION | | | | |
| | | 1 | 2 | 3 |
| | | Custellence is by far the most competent and professional tool. Is is the most flexible and offers much more collaboration, which is a key success factor . Those are important aspects on a tool like this. Also if you are new to journey mapping, you will not regret your choice later when you become more skilled. In our opinion, the Customer Journey Map (Service Blueprint) is the main reason for using a tool like this . We do not see any reason to choose a less flexible and collaborative Journey Mapping tool just to get persona and stakeholder visualizations. | Great if you follow the Smaply predefined process and way of working. What you produce looks good, so if producing great looking prints is your purpose, this may be good for you . It's clear that visualisating is the main focus and not driving change and implementation . | The cheapest alternative . Good if you are on a budget and don't have the ambition to work professionally and committed with customer centricity . Furthermore, our clients would not accept that we place our confidential data in Belarus. It's also not 100% clear in the terms of use, what access this company has to the content a customer puts in the tool. |