CX Meets BPMN

CX Shape	Mapped BPMN Shape	Why It Fits
Customer Actions	Catching Events	*Customer does something → triggers an internal process; modeled as catching events in BPMN.*
Touchpoints	Catching Events, Throwing Events, Tasks	*Interaction points: modeled as catching/throwing events or tasks (e.g., sending an email).*
Emotions / Sentiment	Process Tasks	*Where process tasks succeed or fail, directly impacting customer emotions and experience.*
Pain Points	Text Annotations (High-Impact Marker)	*Highlight processes as "high impact" where failure creates friction for customers.*
Opportunities	Text Annotations (Improvement Marker)	*Annotate processes that could delight customers if optimized.*

CX

Customer Action   Touchpoints   Emotions / Sentiment   Pain Points   Opportunities / Improvements

CX leads process design

BPMN

Catching Events   Tasks / Subprocesses   Text Annotation