

Unite experiences to
prioritize ideas and
focus areas

Customer & Employee Journey Map

MURAL

Customer & Employee Journey Map
Framework courtesy of our friend
Seema Jain at MURAL

PEOPLE
2 - 10

TIME
4 - 8 hours

DIFFICULTY
Intermediate

Workshop date

01 01 20

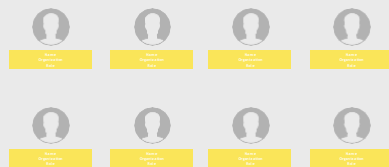
Agenda

- 1 Visualize the Customer and Employee interactions and touchpoints using Journey Mapping
- 2 Identify Moments of Truth by evaluating issues and opportunities
- 3 Prepare Needs Statements by Framing Moments of Truth
- 4 Flag the most compelling areas of focus using Visualize the Vote

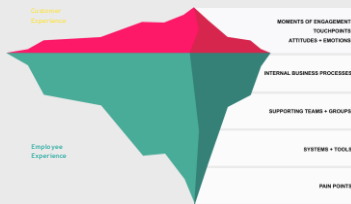
Your facilitation team



Participants



Introduction



Resources:



Tips for the facilitator:

If this is your first time facilitating a digital workshop in MURAL or you just need a refresher, here are a few tips and tricks to make you look like a pro:

👉 Invite contributors to the canvas and test access in advance of your online workshop.

🕒 Timebox activities and use the built-in timer to keep each activity on track.

🎨 Use different colored squares (provide post-it notes) for each lane in the Customer & Employee Journey Map.

📸 Take screenshots of touchpoints and interactions that will provide additional context into what the experience looks and feels like. Scale screenshots down to visually line up with the customer behavior.

➕ Add icons to visually illustrate attitudes and emotions, powered by the Moun Project.

🗳️ Leverage the voting feature to prioritize 'how might we...' questions by voting anonymously.

🕒 Spread the workshop out over time. Try scheduling multiple "power hours" with time in between to let up loose ends and prepare for the next wave.

🗨️ To bring the group back together, summon everyone to where you are in the canvas. Rest assured knowing everyone's seeing what you're seeing.

TIP:

Use MURAL's
timer feature to
stay on track!

1 Visualize the Customer and Employee interactions and touch points using Journey Mapping

Working as a group, map the experience of the people your company serves. Investigate the customer (they/you), include customer behavior, touch points, and attitudes/emotions. Next, map the experience of the employee engaged in facilitating and delivering the customer experience. Include internal processes, team/ group, systems/ tools and pain points.



2 Identify Moments of Truth by evaluating issues and opportunities

Evaluate the journey map to find issues or utilities in the customer and employee experience.



Phase:



Phase:



Phase:



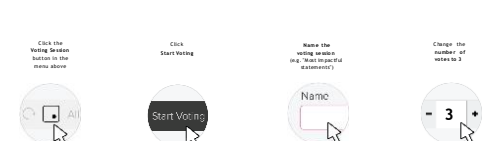
3 Prepare 'needs statements' by framing 'moments of truth'

Using the moments of truth, frame the issues and opportunities in the form of the following short phrases (Examples) needs away in _____ so that _____ identify themes stemming from similar ideas.



4 Flag the most compelling areas of focus using Visualize the Vote

Quickly reach consensus about the key moment since the experience that should be the team's focus.



Share your feedback