

Unite experiences to
prioritize ideas and
focus areas

Customer & Employee
Journey Map

MURAL Customer & Employee Journey Map
Workshop Agenda of Your Project
Session: July 11, 2020

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

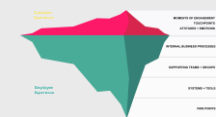
Your facilitation team



Participants



Introduction



Resources:



Tips for the facilitator:

- 1. 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 feel like a pro.
- 2. Invite contributors to the canvas and test access in advance of your online workshop.
- 3. Thinkless activities and use the built-in timer to keep each activity on track.
- 4. Use different colored squares (panels) for notes for each level in the Customer & Employee Journey Map.
- 5. 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 journey.
- 6. Add icons to visually illustrate attitudes and emotions, powered by the Mood Project.
- 7. Leverage the voting feature to prioritize 'hot' insights or... questions by using a simple emoji.
- 8. Spread the workshop out over time. Try scheduling multiple 'dinner hours' with time to connect and go a little more in-depth for the next week.
- 9. To bring the group back together, consider everyone to where you are in the workshop. You can use the 'Share' button to share your screen with the group.

TIP:
Use MURAL's
timer feature
to stay on
track

