

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

Seema Jain
Facilitator

Participants

Seema Jain
Facilitator

Seema Jain
Facilitator

Seema Jain
Facilitator

Seema Jain
Facilitator

Introduction



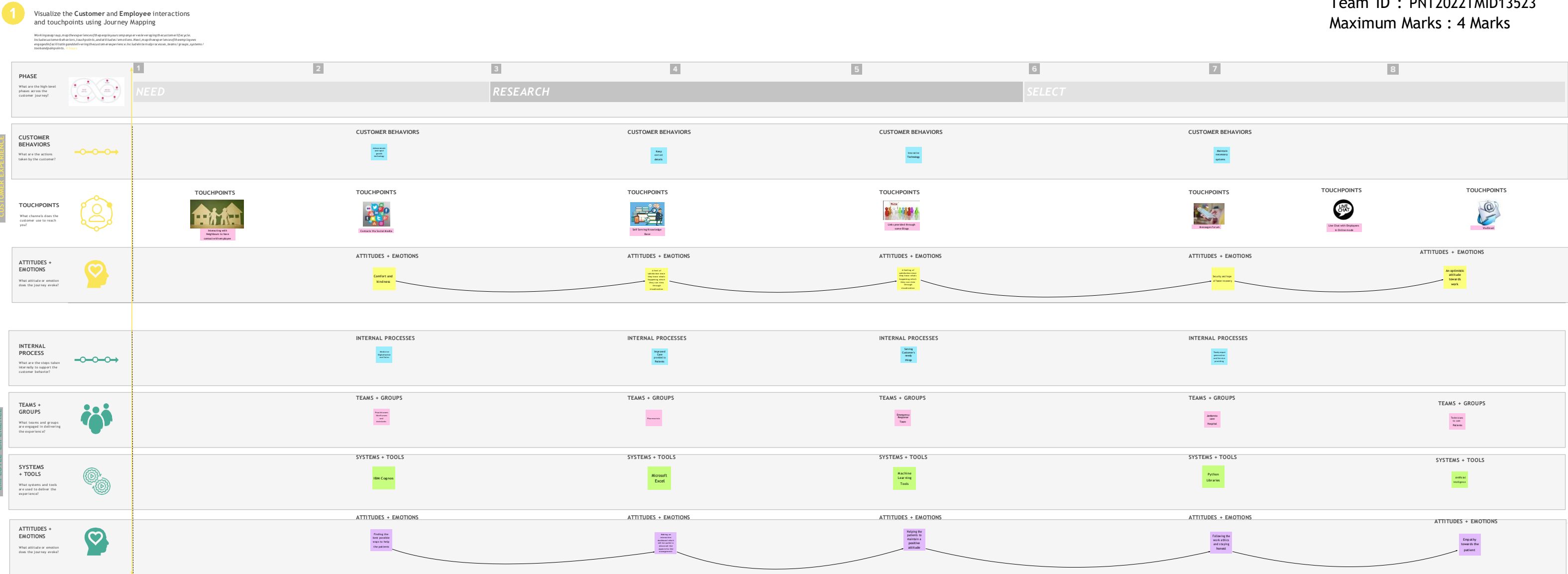
Resources:



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.
- Timelapse activities and use the built-in timer to keep each activity on track.
- Use different colored squares (pseudo 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 Neuen Project.
- Leverage the voting feature to prioritize how might we... questions by using anonymously.
- Spread the workshop out over time. Try scheduling multiple "power hours" with time in between to let up before and prepare for the next topic.
- 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.

Date : 15 October 2022
Team ID : PNT2022TMID13523
Maximum Marks : 4 Marks



2 Identify Moments of Truth by evaluating issues and opportunities

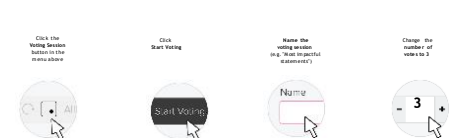
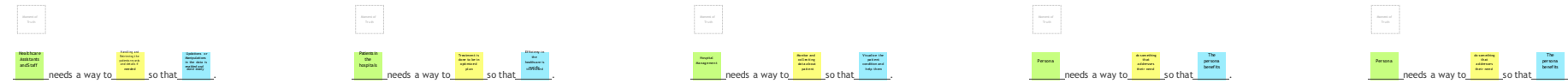
Evaluate the journey map to find issues and opportunities in the customer and employee experience.

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

Using the journey map to find issues and opportunities, prepare 'needs statements' by framing 'moments of truth'.

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

Quickly choose the most compelling areas of focus using Visualize the Vote.



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