

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

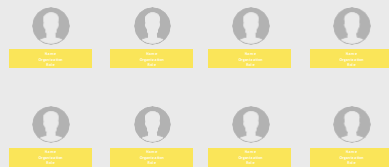
Agenda

- 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

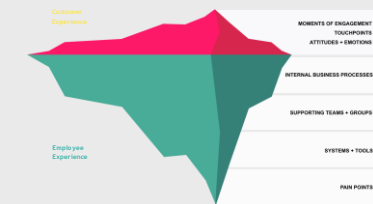
Your facilitation team



Participants



Introduction



Resources:

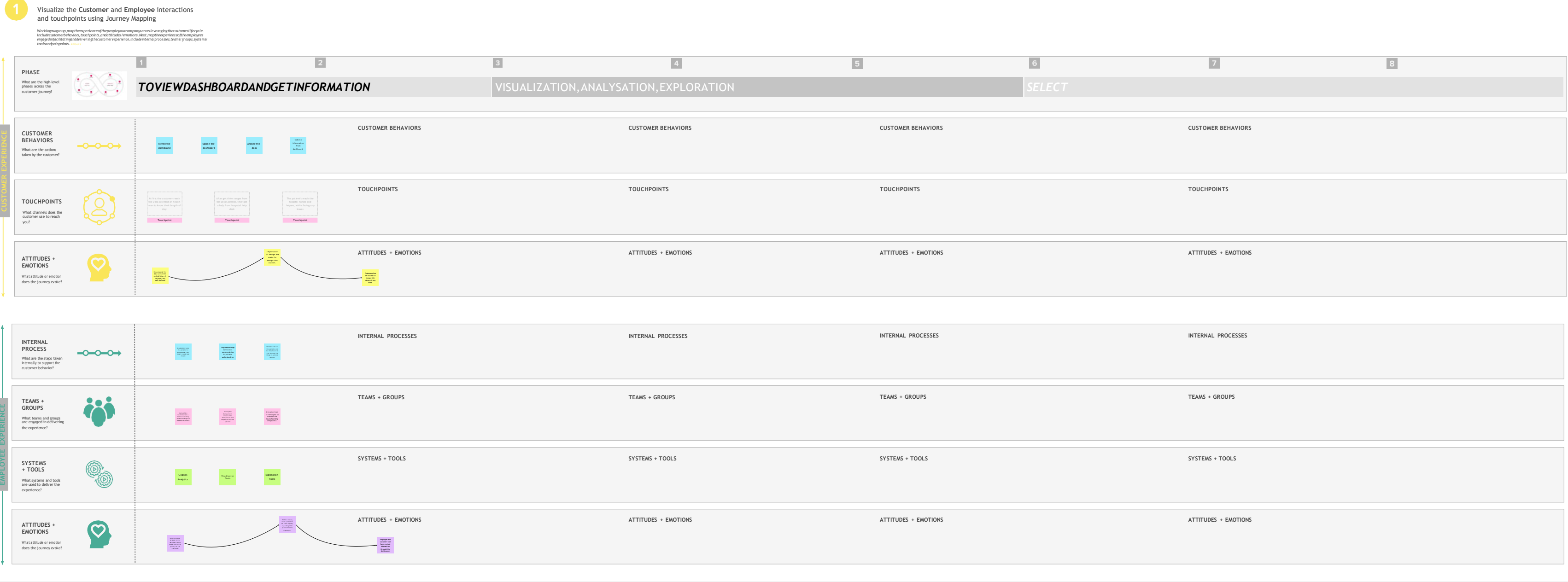


Tips for the facilitator:

- 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 (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 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 go 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!



2 Identify Moments of Truth by evaluating issues and opportunities

Evaluate the journey map to find sources of opportunity in the customer and employee experience



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

Using the moments of truth, frame the issues and opportunities in terms of the following format: **When [Phase] [Touchpoint] [Attitude/Emotion], [Team/Group] needs a way to [Action] so that [The person/group] can [The person/group] [Action]**



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

Quickly reach consensus about the key moments in the experience that should be team focus



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