Unite experiences to prioritize ideas and focus areas

Customer & Employee Journey Map

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

PEOPLE	TIME	DIFFICULTY
2 - 10	4 - 8 hours	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

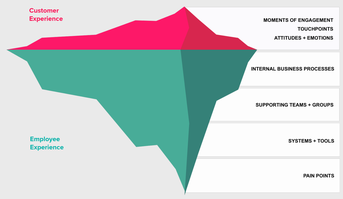
Your facilitation team

Name
Organization
Role

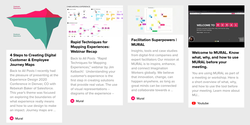
Participants

Name
Organization
Role

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 Noun 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 tie 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!

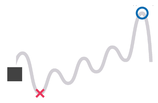
1 Visualize the **Customer** and **Employee** interactions and touchpoints using Journey Mapping

Working as a group, map the experience of the people your company serves leveraging the customer lifecycle. Include customer behaviors, touchpoints, and attitudes/emotions. Next, map the experience of the employees engaged in facilitating and delivering the customer experience. Include internal processes; teams/groups; systems/ tools and pain points. 4 hours

	1	2	3	4	5
PHASE What are the high-level phases across the customer journey?	Awarness	Consideration	Decision	service	
CUSTOMER EXPERIENCE CUSTOMER ACTION What are the actions taken by the customer?	To publish ad in other website	Compare features the application to be good	To donate and request the plasma	User can use chatbot,connect dbZ(admin)	
TOUCHPOINTS What channels does the customer use to reach you?	Google search,social media,hospital suggestion	Website should be secured and save money	The user can make the decision when the availability of blood is nearest	phone, website and hospital	
CUSTOMER REQUIREMENTS What attitude or emotion does the journey evoke?	Interested, sometimes hesitate	Curious and excited	excited	frustrated	
BUSINESS GOALS What are the steps taken internally to support the customer behavior?	Our website should be popular	Increase website visitors ,app features	Increase scalibility and efficiency	increase customer service satisfication using chatbot	
EMPLOYEE EXPERIENCE RESPONSIBLE TEAMS What teams and groups are engaged in delivering the experience?	Understanding the connection between user and admin	Reveiws and rating	Encourage critical thinking,assign responsibilty	Have db chatbot for the customer use	

2 Identify Moments of Truth by evaluating issues and opportunities

Evaluate the journey map to find issues or opportunities in the customer and employee experience 45 minutes



Phase:

Moment of Truth (CX)
Moment of Truth (EX)

Phase:

Moment of Truth (CX)
Moment of Truth (EX)

Phase:

Moment of Truth (CX)
Moment of Truth (EX)

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 phrase: [Persona] needs a way to _____ so that _____. Identify themes stemming from similar ideas. 40 minutes

Moment of Truth

Persona ____ needs a way to ____ (do something that addresses their need) so that ____ (The persona benefits).

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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 the team's focus. 20 minutes