

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**  
2 - 10

**TIME**  
4 - 8 hours

**DIFFICULTY**  
Intermediate

Workshop date

01 01 20

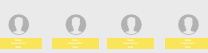
### Agenda:

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

**Your facilitation team**



### Participants



## Introduction



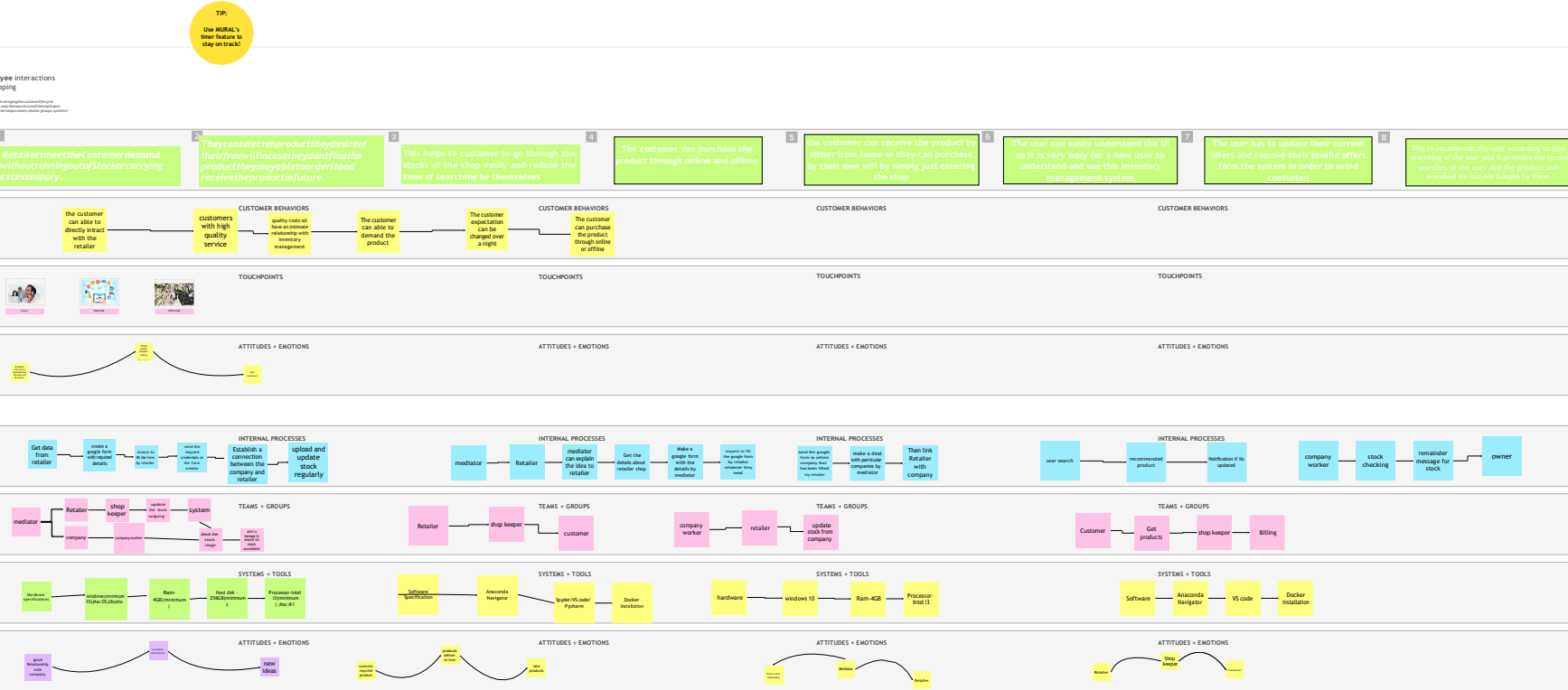
**Resources:**



**Tips for the facilitator:**

② 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 (good/poor/don't state) 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 NounProject.
- 🗳️ 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.
- 👥 Tying the group back together, summon everyone to where you are in the canvas. Best answer knowing everyone's feeling what you're seeing.



**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



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