

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

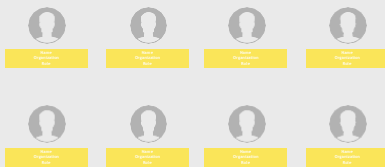
Agenda

- 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

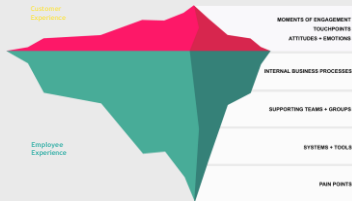
Your facilitation team



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.

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.

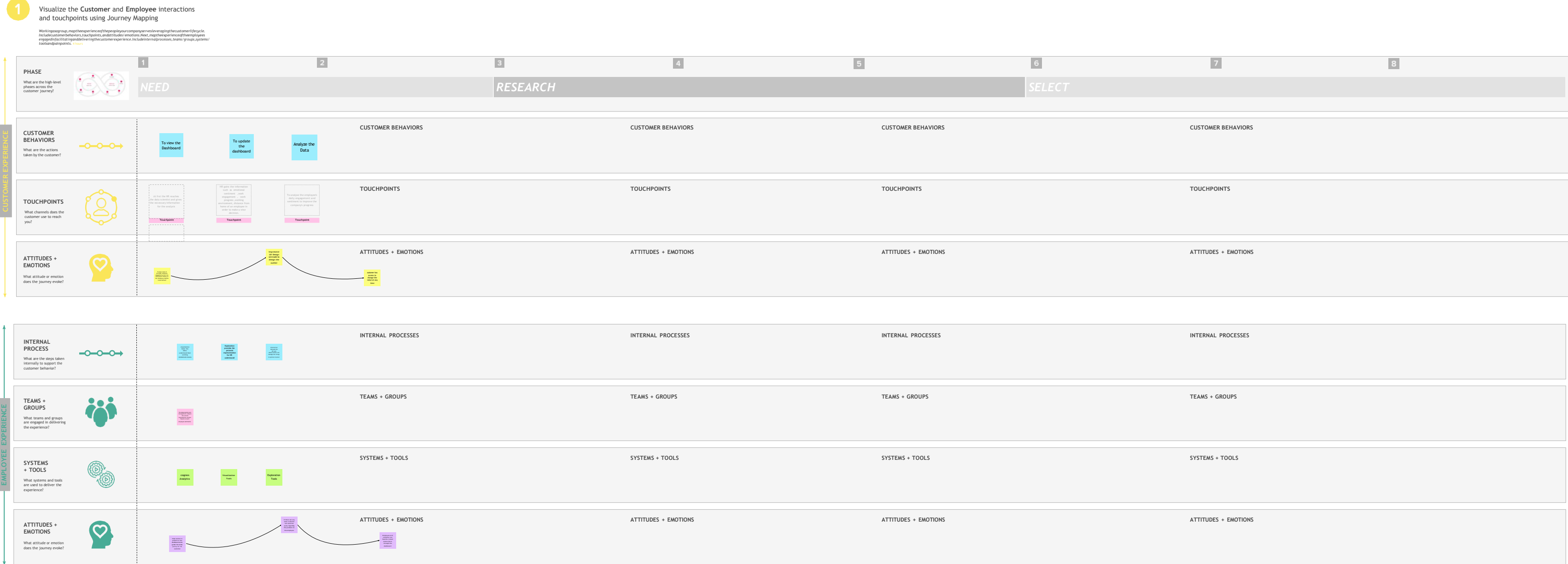
Leverage the voting feature to prioritize how might we... questions by voting anonymously.

Spread the workshop out over time. Try scheduling multiple "power hours" with time in between to for a loose end 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!

Date	24 September 2022
Team ID	PNT2022TMID45818
Project Name	Corporate Employee Attrition Analytics
Maximum Marks	4 marks



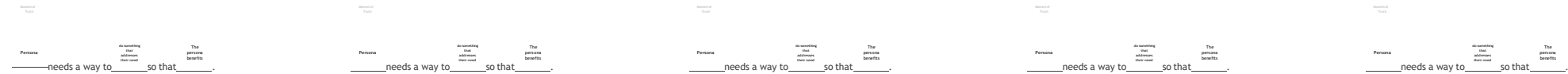
Identify Moments of Truth  
by evaluating issues and opportunities

Evaluate the journey map of individuals or opportunities in the customer and employee experience. [Click here](#)



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

Using the moments of truth, frame the issues and opportunities in the form of the following phrase: *"If we could, we'd like to see..."* [Click here](#)



Flag the most compelling areas of focus  
using Visualize the Vote

Quickly measure consensus about the key moments in the experience that should be the focus. [Click here](#)

