

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

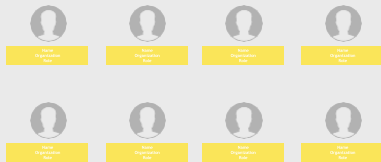
Agenda

- 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

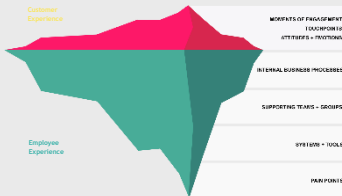
Your facilitation team



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:

- 1. Invite contributors to the canvas and test access in advance of your online workshop.
- 2. Timebox activities and use the built-in timer to keep each activity on track.
- 3. Use different colored square (sticky post-it notes) for each lane in the Customer & Employee Journey Map.

4. Take screenshots of touchpoints and interactions that will provide additional context into what the experience looks and feels like. Scale screenshots down to visually tie up with the customer behavior.

5. Add icons to visually illustrate attitudes and emotions, powered by the Hour Project.

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

7. Spread the workshop out over time. Try scheduling multiple 'lunch hours' with time in between to tie up loose ends and prepare for the next wave.

8. 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.

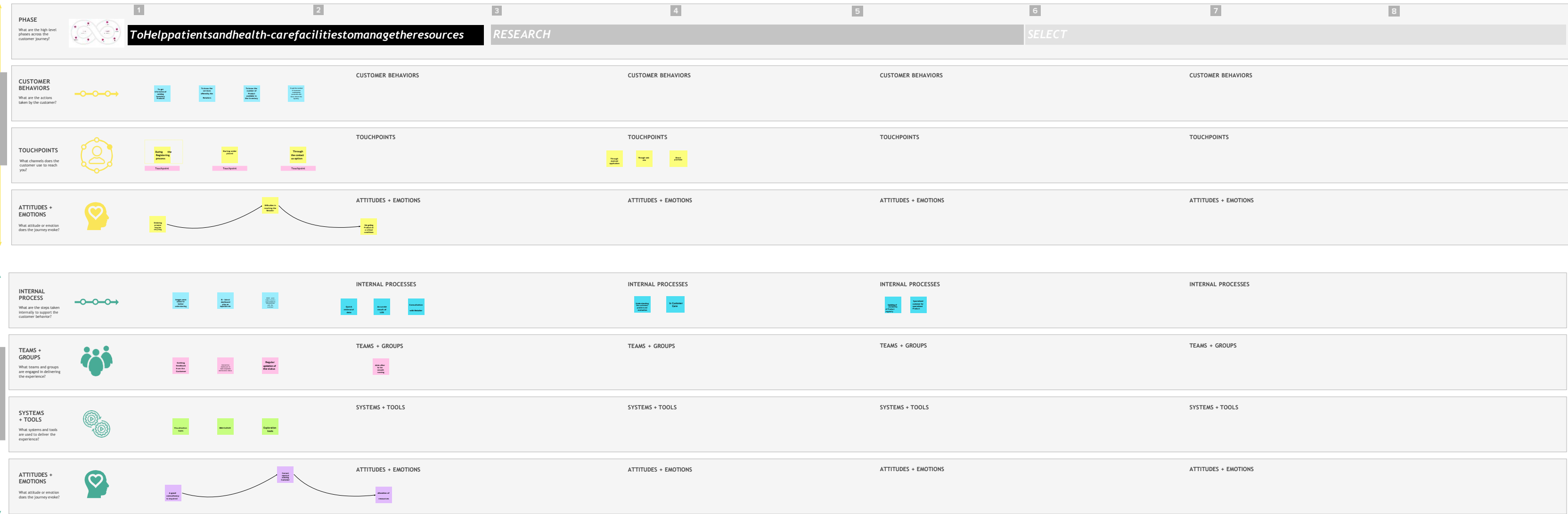
TIP:

Use MURAL's  
timer feature to  
stay on track!

1

Visualize the Customer and Employee interactions  
and touchpoints using Journey Mapping

Working together, map the experiences of the people your company serves through the customer lifecycle, including customer behaviors, touchpoints, and attitudes/emotions. Next, map the experiences of the employees engaged in the organization's journey through the customer experience. The customer and employee journeys, together, represent touchpoints and attitudes/emotions.



2

Identify Moments of Truth  
by evaluating issues and opportunities

Evaluate the journey map of individuals or opportunities in the customer and employee experience. 4 minutes



Phase:



Phase:



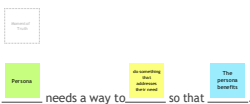
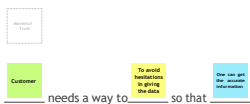
Phase:



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: (Please add a question to solicit... identify the most compelling areas of focus.) 10 minutes



4

Flag the most compelling areas of focus  
using Visualize the Vote

Quickly research consensus about key moments in the experience that should be the focus. 10 minutes



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