



Customer Journey Mapping Checklist

- ☐  **Who will you invite to this workshop?**
 - Invite one or two team members from every department.
- ☐  **Which customer path you're going to outline during the workshop? For example, the customer path of a new customer, a returning one or of a customer who files a complaint?**
 - My recommendation is to always start with the new customer path.
- ☐  **Ask yourself, "How many customer paths are we going to build during this workshop."**
 - Please don't do more than one customer path during your first time hosting a customer journey mapping workshop.
- ☐  **How long will the workshop be scheduled for?**
 - For one customer path, I would recommend a full day.
 - It won't take you an entire day to document the entire journey map, however, since you're all together, share other customer experience education by using the training material I created for you in module 4.
- ☐  **Where will you host the workshop?**
 - I don't recommend doing it in your office. Allow your team to escape their day to day responsibilities and think critical about the customer experience without any incumbrances.
- ☐  **What resources will you need?**
 - You will need some resources like a projector, butcher paper, markers, post-it notes and pens.
- ☐  **Split attendees into teams of 3 or 4.**
 - Ensure that you don't allow departments to huddle together. You want individuals who don't regularly interact with each other to collaborate during the workshop.
- ☐  **Send your invitees a communication telling them what this workshop is about, what they will learn and why it's important.**