MURAL

Template Certified by Product School

PRODUCT SCHOOL

Understand customer needs, motivations, and obstacles

Customer Experience Journey Map

March 2021

INTRODUCTION

When you're designing a solution to a problem, you can use this template to help your team build empathy for your users by defining the situation, building proto-personas of your users, and mapping out stages of the situation your users face.

This critical exercise in defining user needs, motivations, and obstacles will help guide your next steps in designing a solution.

PEOPLE	TIME	DIFFICULTY
2 -10	**1-3 hour**	**Beginner**

AGENDA

1. Define the situation
2. Create proto-persona 1
3. Create proto-persona 2
4. Create customer journey map for persona 1
5. Create customer journey map for persona 2

TOOL TIPS

Make plans and put them into action in Jira:

Process outputs from prioritization and planning sessions quickly and efficiently by exporting sticky notes from your mural directly into Jira.

Import tasks into MURAL from Jira
To import issues into a mural to plan and prioritize, simply right click on the canvas and choose "import Jira Issues."

Export tasks from MURAL to Jira
After your session in MURAL, right click on a sticky note (or select multiple sticky notes) and choose "send to Jira."

Create connections at the speed of thought:

Hold + click and drag to **draw a connector.**

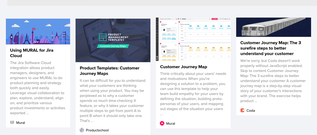
Turn on **connector points** to create new diagrams faster.

Click on the **connector points** to instantly add new connectors and shapes.

Change **connector styles.**

Switch between different shapes and sticky notes quickly.

RESOURCES



Edit this template
Right-click to unlock

1

Define the situation

What experience are you trying to improve or change? Example: Going to the grocery store.

Write goals here.

2

15 min

Proto-Persona Persona 1

Add a photo

Persona Name

Title/ Description, Age

"Quote that exemplifies your persona in some way"

DEMOGRAPHICS	BEHAVIORS	ATTITUDES

NEEDS/CHALLENGES	GOALS/MOTIVATIONS	HOW CAN WE HELP?

3

15 min

Proto-Persona Persona 2

Add a photo

Persona Name

Title/ Description, Age

"Quote that exemplifies your persona in some way"

DEMOGRAPHICS	BEHAVIORS	ATTITUDES

NEEDS/ CHALLENGES	GOALS/ MOTIVATIONS	HOW CAN WE HELP?

4

30 min

Customer Journey Map

STAGES	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6
ACTIONS						
THOUGHTS						
FEELINGS (Positive / Neutral / Negative)						
PAIN POINTS						
OPPORTUNITIES						

5

30 min

Customer Journey Map

STAGES	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6
ACTIONS						
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