

Creating Strategy Artifacts

Tiffany L. Britt, MBA

Hi There, I'm Tiffany! Your UX and Tech Mentor.



As a UX & Technology leader specializing in website and app development within large organizations, I've created this resource from the valuable lessons I've learned. Dive in and make the most of it!

In the realm of strategic development, creating effective artifacts like Goals Matrices, Personas, Scenarios, and Customer Journey Maps is paramount, serving as the compass that guides our project trajectories. These tools are not just documents; they are strategic frameworks that crystallize our understanding of user and business goals, ensuring that every team member marches in lockstep towards a unified vision.

Despite their critical importance, these strategic artifacts are often either underused or not employed effectively, leading to disjointed efforts and suboptimal outcomes. Many organizations acknowledge their value but struggle to integrate them consistently into their processes. This disconnect between recognition and application motivates my commitment to demystifying these tools through this resource.

"Creating Strategic Artifacts" is crafted for a broad audience—ranging from new practitioners to seasoned strategists in any organization. This guide aims to establish a solid baseline from which anyone can start to effectively implement these tools. Here, you'll find everything from basic definitions to advanced implementation strategies, tailored to ensure that these artifacts are not just created but are also pivotal in driving successful outcomes.

With this resource, I invite you to refine your approach to strategic planning, enhance cross-functional collaboration, and achieve greater alignment on your projects. Consider this guide an essential part of your strategic toolkit, one that will help bridge the gap between theoretical value and practical application.

Warm regards,

Tiffany Britt, MBA

www.MsTiffanyBritt.com

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01:

About Strategic Artifacts

A strategic artifact in strategy and design refers to a document or tool that encapsulates essential information to guide decision-making and align efforts across different teams. These artifacts are crucial in maintaining a consistent vision and approach throughout the lifecycle of a project. What I love also love is that they can be applied in multiple strategic contexts, such as marketing strategy, experience design, and content strategy, among many others.

There are four strategic artifacts I consistently rely upon—Goals Matrix, Persona, Scenario, and Customer Journey Map. They work synergistically to ensure that every aspect of the project is rooted in a deep understanding of both user needs and business objectives.

I insist on using some version of these strategic artifacts in all projects because:

- They are instrumental in ensuring that the team does not operate in silos or make uninformed decisions.
- They reduce the risk of misalignment with user needs and business goals, which can lead to inefficiencies and potentially failing to meet critical objectives.
- They not only foster a shared understanding but also empower teams to create more targeted, effective strategies that are directly linked to user satisfaction and business success.

In the sections that follow, you will learn about each of these. But here is a quick preview of each one and how they together:

- **Goals Matrix:** This is where everything begins. The Goals Matrix lays out the user and business goals in a clear format, answering the pivotal question, "What problem are we solving?" This artifact sets the direction for all subsequent efforts and ensures that every team member is aligned with the project's core objectives.
- **Persona:** Building on the Goals Matrix, the Persona artifact provides a detailed profile of the typical user, including their motivations, needs, and behavior patterns. This deep dive

into the user's character and context helps to humanize the data, making it easier for teams to relate to and empathize with the users.

- **Scenario:** Derived from the insights gained through the Persona, the Scenario outlines specific interactions or sequences of actions that users might undertake. It bridges the gap between the abstract needs described in the Persona and the tangible actions observed or anticipated in real-world interactions.
- **Customer Journey Map:** This comprehensive map builds upon the Goals Matrix, Persona, and Scenario to illustrate the full path a user takes with a product or service—from initial awareness through various touchpoints to the ultimate goal of retention or conversion. It helps visualize the user's experience holistically, identifying key moments that matter and opportunities for enhancing the user experience.

01: Goal Matrix

Keeping everyone aligned on the core objectives of a project is crucial but challenging. This resource will explain the Goals Matrix, a strategic tool designed to maintain clarity and cohesion among team members and stakeholders by clearly defining and communicating both user and business goals.

Introduction to the Goal Matrix

Why a Goals Matrix Is Important

A Goals Matrix serves as a one-page artifact that succinctly articulates the main objectives of a project, ensuring that everyone involved is focused on solving the right problems. It is particularly useful:

- **Before starting research** to frame research questions clearly.
- **During strategic decisions** throughout the project to maintain focus on the original goals or adjust as necessary.

What Is Included in the Goals Matrix

- **Hypothesis Statement / Problem Statement:** A clear and concise declaration that identifies the issue to be solved and proposes a potential solution.
- **Business Goals:** Strategic objectives that guide the project to align with the organization's broader commercial ambitions. A goal is a broad primary outcome a project is supposed to achieve.
- **User Goals:** Key aspirations and requirements of the end-user that the project aims to satisfy.
- **Associated Metrics / OKRs:** Specific, quantifiable metrics and objectives used to measure progress towards achieving both business and user goals.

Elements of a Goals Matrix

Hypothesis Statement / Problem Statement

Definition: A clear, easy-to-understand statement that captures the essence of the problem and the solution space.

Instructions: Utilize a structured format to ensure clarity and focus. Example template:

1. "We believe that [doing this] for [these people] will achieve [this outcome]. We'll know this is true when we see [this benchmark or measure of success]."
2. Elements to include:
 - **User:** Specify the target user persona or segment based on research.
 - **Goal/Need:** Clearly state what the user hopes to achieve through your solution.
 - **Solution:** Brainstorm potential solutions and refine them to the best option that meets the user's goals.

Business Goals

Align with existing business, marketing, and technology strategies to ensure that the project contributes to overarching company objectives.

Common business goals that organizations aim to achieve through their projects include:

1. **Increase Revenue:** Focus on strategies that boost sales and overall income.
2. **Reduce Costs:** Implement measures to cut operational, production, or service costs.
3. **Expand Market Share:** Capture a larger portion of the market to outperform competitors.
4. **Improve Customer Satisfaction:** Enhance service quality to elevate customer happiness and retention.
5. **Enhance Brand Awareness:** Increase visibility and recognition of the brand in the target market.
6. **Launch New Products or Services:** Develop and introduce new offerings to the market.
7. **Enter New Markets:** Expand operations into new geographical or demographic markets.
8. **Optimize Employee Performance:** Improve efficiency and productivity of the workforce.
9. **Sustainability and Corporate Social Responsibility (CSR):** Enhance commitment to sustainable practices and social responsibility.
10. **Digital Transformation:** Innovate and improve business processes through digital technology.

User Goals

The top ten most common user goals are:

1. **Ease of Use:** Users seek intuitive and straightforward interactions with products or services.
2. **Accessibility:** Users need products or services that are accessible to people of all abilities.
3. **Personalization:** Users appreciate experiences tailored to their preferences and behaviors.
4. **Speed and Efficiency:** Users value quick responses and time-saving features.
5. **Reliable Information:** Users desire accurate and trustworthy data or content.
6. **Security and Privacy:** Users expect their data to be secure and their privacy respected.
7. **Support and Customer Service:** Users look for accessible and helpful customer support.
8. **Cost-effectiveness:** Users are often looking for affordable solutions that offer value.
9. **Social Connectivity:** Users enjoy features that enable them to connect or share with others.
10. **Entertainment and Engagement:** Users seek enjoyable and engaging experiences.

Additionally, the **HEART Framework** by Google can be used as a tool to structure and measure these user goals, focusing on Happiness, Engagement, Adoption, Retention, and Task Success.

Associated Metrics / OKRs

Define Objectives and Key Results (OKRs) for each business and user goal to track progress and impact. Incorporate existing metrics or develop new ones as necessary to accurately measure success.

Top ten most common metrics for tracking progress towards business and user goals include:

1. **Revenue Growth:** Tracking increases in overall revenue.
2. **Customer Acquisition Cost (CAC):** Cost associated with acquiring a new customer.
3. **Customer Lifetime Value (CLV):** Total revenue expected from a single customer.
4. **Net Promoter Score (NPS):** Measures customer loyalty and satisfaction.
5. **Retention Rate:** Percentage of customers who remain over a specific period.
6. **Conversion Rate:** Percentage of users who complete a desired action.
7. **Employee Satisfaction:** Gauge of workforce contentment and morale.
8. **Operational Efficiency:** Metrics that assess the efficiency of business processes.
9. **Market Penetration:** Measurement of the company's market share.
10. **Social Media Engagement:** Metrics related to engagement on social platforms.

02: Persona

Creating effective personas is essential for understanding and targeting your customers. This guide will teach you how to create personas that humanize your audience, define who you are targeting, and reveal why they might use your digital experiences. By understanding their functional and emotional needs, you can better connect with your customers and enhance your strategies.

Introduction to Personas

What is a Persona?

A persona is a model of a real-world customer that humanizes and reveals their needs. It brings your target audience to life by conveying their backstory and showing how they view the world.

Why are Personas Important?

Personas clarify who you are targeting and how you can help them. They are crucial for marketers, designers, and strategists to create compelling communications and build better connections with the audience.

- **Inspire Creativity:** Personas guide marketing and design teams to generate new ideas and create more relevant materials and experiences.
- **Generate Empathy:** Understand customers on a deeper level by connecting business values with customer values and beliefs.
- **Create a Shared Understanding:** Align team members on persona needs and challenges to better coordinate plans and resources.

How are Personas Used?

Personas are used throughout the marketing process by various team members:

- **Strategy Formulation:** Determine channels and tactics to reach targets and achieve goals.
- **Branding and Messaging:** Develop value propositions and identify unique business offerings.
- **Creative/Design:** Choose visual elements that appeal to targets and reinforce brand themes.
- **Content Strategy:** Engage customers, overcome objections, deepen connections, and guide them towards purchasing.
- **User Scenarios:** Understand why customers engage with your brand and their expectations.
- **Journey Mapping/Experience Mapping:** Identify steps and channels in the buyer journey and customer behaviors.

What is Included in a Persona?

Personas are typically organized into five sections, each providing essential details:

Zone 1: An Introduction

Snapshot: Name, narrative, photograph, segment

Demographics/Firmographics: Observable characteristics identifying targets

Geographic Description: Relevant geographic traits

Zone 2: Their Heart

Key Pains: Annoyances or obstacles before, during, or after attempting to complete a task

Key Gains: Desired outcomes and benefits

Empathy Map: Think and feel? Hear? Say & Do? See?

Zone 3: Their Work

Description: Summary of the work persona must do and roles they play

Key Jobs: Tasks customers try to accomplish in work or life (jobs-to-be-done)

Zone 4: Their Values/Lifestyle

Psychographics: Attitudes, aspirations, values, and beliefs

Lifestyle/Business Style: Day-in-the-life, interactions, and behavior patterns

Zone 5: Information Preferences

Technology Profile: Types of technologies and devices used, technology adoption level

Channels: Frequently used channels

Content: Consumed content types

Zone 6: Buying Behaviors

Buying Behaviors: Insights into how personas make purchasing decisions

02:

User Scenarios

User scenarios are narratives that capture the motivations and behaviors of customers as they interact with your product or service. By understanding what triggers customers and defining their goals and expectations through these scenarios, you can create more realistic customer journeys that align with their needs and avoid disappointment.

Knowing what triggers customers to engage with your experience enables you to take ownership of the interaction. When you create scenarios to complement your user personas, you build more realistic customer journeys. These scenarios outline your users' goals and expectations, ensuring you consistently meet and exceed them.

Introduction to User Scenarios

What is a User Scenario?

A user scenario is a narrative that details the motives and methods of a customer performing a specific task within your experience. It answers key questions about the user:

- Who is the user and what are their goals?
- Why are they engaging with your digital experience?
- What do they need from the experience to achieve their goals?

Why are User Scenarios Important?

User scenarios are crucial for businesses because they help focus on what is most important to users, resulting in more relevant and engaging experiences. Specifically, user scenarios help businesses:

- Determine what motivates users to engage with the experience.
- Identify the type of experience needed at each step of the journey.
- Pinpoint the content, features, and functionality that will appeal to users.
- Uncover unspoken and hidden expectations.

Components of a User Scenario

1. Who is the User?

To develop a comprehensive backstory, you need to understand how the user thinks and acts as they complete a task. While personas provide qualitative information, some details may need to be inferred. This section should be brief, around five sentences.

Thought Starter Questions:

- What is the user's gender and age?
- Where do they live and work?
- What is their educational background?
- What is their income bracket?
- What makes them unique?
- What is important to them?

2. What are the User's Goals?

Describe what the user aims to achieve when engaging with your experience. Define a primary goal and break it down into smaller, actionable goals. Note any requirements necessary for their success. This section should also be about five sentences.

Thought Starter Questions:

- What does the user need to achieve?
- What outcome do they expect?
- What is their budget, if applicable?
- What constraints do they face (time, travel, budget)?

3. What are the User's Expectations?

This section is the core of your document. It details what the user expects to gain from their experience. Aim to fully describe the user's needs in about seven sentences. If necessary, divide this into two paragraphs.

Thought Starter Questions:

- What are the underlying motivations behind their needs?
- How does the user expect to be treated?
- How well do they understand the task?
- Are they a first-time user or an expert?
- Do they prefer personalized experiences?
- Do they need detailed information or a summary?

What do they value most (convenience, design, simplicity, rich media, decision-making tools, utilities)?

4. Why Does the User Engage?

The final paragraph explains why the user chooses your experience over others. This helps identify unique functionalities or content that differentiate your experience.

Thought Starter Questions:

What brought the user to the experience?

Why would they choose it over others?

How crucial is this experience for achieving their goal?

Tips for Creating User Scenarios

Here are some key points to keep in mind when creating user scenarios:

- User scenarios are typically written as concise stories, consisting of 4-5 paragraphs. The goal is to present the scenario on a single, succinctly written page.
- Use a narrative format to tell the user's story.
- Keep the scenario short and simple, focusing on key aspects of the user's journey.
- Use clear and concise language to describe the user's actions, thoughts, and emotions.
- Avoid unnecessary details or technical jargon.
- By following these guidelines, you can create user scenarios that effectively communicate the user's experience and inform the design of your product or service.

03:

Customer Journey Maps

In customer experience design, journey mapping stands out as a beacon, shedding light on the customer's perspective and their interactions with a brand. It's not merely a diagram but a narrative tool that charts a customer's journey from initial engagement to a lasting relationship, spotlighting the emotional highs and lows they encounter. Such maps enable us to embody our customers' perspectives, uncovering critical moments ripe for improvement and innovation—transforming mere satisfaction into deep loyalty and business growth.

With so many ways to express customer journey, navigating the possibilities of customer journey mapping can be as daunting as charting a path through an enchanted forest — there's beauty in the diversity, but it's easy to get lost. To guide you to clarity, here's what I'll lay out for you:

- **The Must-Have Components:** Think of these as the bread and butter of your journey map. Every map, no matter its style or substance, beats with the same heart, capturing the essence of your customer's engagement with your brand.
- **The Nice-to-Have Components:** These are the spices that can enrich your journey map. Once you've nailed the essentials, adding these elements can elevate your map from informative to insightful.
- **Journey Mapping Template:** You'll get a peek at my personal journey map template, which has been honed to capture all the must-have elements within an optimal framework. Consider it a starting point — a map ready for your own exploration and customization.
- **Inspirational Examples:** I'll share a curated collection of journey maps that have sparked creativity and delivered results. Let these serve as your muses, showing you the potential ways to craft a journey map that resonates with your brand's unique narrative.

Armed with these tools, you'll be well on your way to creating a journey map that not only tells a story but also embarks on an adventure of transformation.

Introduction to Customer Journey Maps

A customer journey map is a diagram that charts a customer's journey from beginning to end, spotlighting the emotional highs and lows they encounter.

The benefits of journey mapping go beyond just improving customer experiences. Let's take a closer look at how journey maps can help both organizations and the people within.

Benefit #1: Stepping into the Customer's Shoes

Picture this: instead of guessing what your customers want, you have a map that shows you everything — like a treasure map for customer satisfaction. Customer journey mapping is just that. It's the only spot where you can see the full picture: what your customers need, what they're trying to do, and how they feel about it all. And it's not hidden away in reports that no one reads; it's right there in front of the whole team, clear as day.

In my experience, the moment people see everything laid out on a journey map, it's like a lightbulb goes on. Suddenly, they get it. They start thinking like their customers, and that changes everything. It's not just about selling something; it's about fitting into your customer's daily life in a way that feels natural.

And as everyone starts chipping in, sharing insights, and really listening to the customer's voice, empathy grows. The needs and feelings of the people you're trying to reach aren't just bullet points in a presentation—they're the fuel that powers every decision, every strategy, and every innovation.

Benefit #2: Getting Team Members on the Same Page

The path to exceptional marketing and product development is a collaborative journey, yet often, team members come to the table with varied perspectives on customer needs. Everyone has agreed on the goal, but not how to get there. Marketing's over in left field, design's in the right, product is somewhere in the middle, tech and content are out there somewhere too. And don't even get me started where leaders and sponsors are! They can sometimes have an entirely different view of what is being created. It's like everyone has different map to get to the same treasure and none of them match. This divergence can lead to disjointed efforts, a fractured

customer experience, and squandered resources. Not to mention frustration from team members that really want to help the organization achieve success.

That's where customer journey maps come in. They're like a secret weapon, bringing everyone together to share the same vision of the customer's needs and craft the same game plan. This shared understanding cultivates a unified language and paves the way for synergistic problem-solving, dissolving silos and fostering a strong, cross-functional alliance focused on a singular goal.

Benefit #3: Transforming How We Work Together

Here's the thing about journey mapping—it's more about the ride than the destination. The PROCESS is just as important as the PRODUCT.

Real magic happens when people from all corners of the company join forces and solve for customer challenges as a team—despite organizational boundaries.

When we do this, two notable things happen:

1. **A surge of empathy for each other:** When we rally diverse departments and functional groups to craft a customer journey map side-by-side, we shatter silos. Suddenly, every team member gets a window into each others worlds and can better understand the ripple effects of their actions on each other, and on the total customer experience. Before you know it, team members have made a powerful shift. They are not just a bunch of departments. They are a unified force, all about making the customer's life a little brighter, a lot easier.
2. **A new rhythm for collaboration.** I see two big extremes in the way organizations collaborate – neither of them are healthy. Either organizations are collaborating too much or not enough. On one hand, excessive collaboration and consensus culture that involves too many people in decision making and too many touchpoints. On the other hand, departments work independently and move too quickly, rarely talking to each other, even though they own and share parts of the customer experience. Both extremes can spell disaster and can diminish our ability to move at the speed of business or serve our customer. What the journey mapping process brings to the table is a new rhythm of working together with new rules.

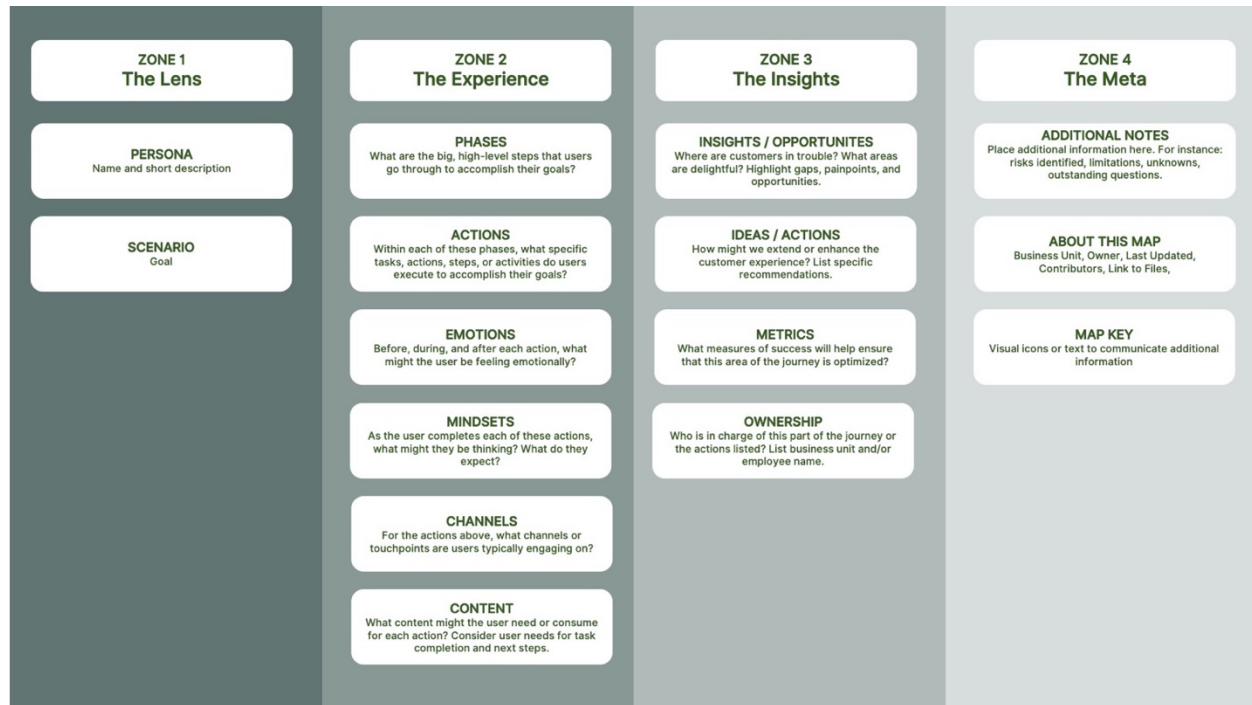
Bottom line: by embracing the journey mapping process, we can transcend organizational constraints. We might not be able to redraw our org charts on a whim, but we can revolutionize our collective approach to solving customer problems. And that's the key: It's not just a map

we're creating; it's a pathway to a new way of working that's tuned to the tempo of our times and the heart of our customers.

Must-Have Components

Navigating the 4 Zones of Customer Journey Map

Venturing into journey mapping is like embarking on a deep-sea dive. Each zone you explore uncovers a layer of the vast ocean that is the customer experience. Let's navigate these waters together.



Zone A: The Lens

Picture this zone as the starting point of your dive. Here, we define the 'who' and the 'what' of our exploration.

- The **Persona** is our customer avatar, giving us a clear image of who we're tailoring this journey for.
- The **Scenario** is our mission brief, detailing the customer's goal and expectations from their interaction with the brand. It sets the stage for the story we're about to unfold.

Zone B: The Experience

Now, we're in the thick of the journey, charting the course through the customer's interactions. We examine:

- The **Phases/Goals**, the broad steps our customer undertakes, akin to the landmarks in their expedition.

- **Actions/Tasks** are the strokes they take to swim through each phase.
- **Mindsets and Emotions** add depth, revealing the customer's inner narrative and the emotional undertow of their experience.
- **Touchpoints/Channels** mark the spots where they engage with the brand, like beacons along the path.

Zone C: The Insights

The treasures of our dive are found in this zone. This is where:

- **Insights/Opportunities** glint like hidden gems, showing us where we can enhance the journey.
- **Ideas/Actions** are our strategies for improvement, our plans for smoothing the waters ahead.
- **Metrics** serve as our compass, guiding our progress towards an optimized experience.
- **Ownership** ensures that someone is steering the ship for each initiative, setting a course for tangible change.

Note: The Insights zone is often the most neglected yet most crucial depth to reach. Skipping it is like leaving the best pearls behind on the seabed. It holds the keys to transforming customer interactions into memorable voyages.

Zone D: The Meta

In our final zone, we log the details of our journey, which includes:

- The **metadata**—Descriptive Information detailing the map's origins, like noting which part of the ship charted the course, and when the last voyage took place.
- The **File Location** marks where this map is stored in the ship's cabin, ensuring that it can be easily found and used for future navigations.

By charting these zones effectively, you don't just create a map; you craft a living document that narrates the customer's journey, inspires improvement, and guides your team to deliver an experience that resonates deeply with your customers.

Nice-to-Have Components

Once you've nailed the essentials, add the elements below to can elevate your map even further. Incorporating these elements is not necessary, but doing so will deepen your journey map, will deliver more strategic insights and make it more more actionable for team members.

Moments of Truth (or Moments that Matter)

These are crucial interactions that can swing a customer's perception of your brand for better or worse. Pinpointing and scrutinizing these moments will allow you to prioritize and fine-tune them to ensure they become positive turning points that lead to customer satisfaction and loyalty.

The Emotional Voyage

Adding an emotional graph of the customer's emotional highs and lows throughout their journey can provide deeper insight into their overall experience. It does more than trace a path; it captures the heartbeats and gasps—the feelings your customers experience. This emotional contour line can reveal peaks of joy and valleys of frustration, guiding you to places where you can enhance positive feelings or smooth out the rough patches.

Tools and Technology

Acknowledge the devices and platforms customers use at various stages. Understanding this can highlight where technological improvements are needed to ease the customer's journey.

The People Factor

Who the customer interacts with at different points can influence their experience. Identifying these interactions can help improve service and support where it's most needed.

The Data Trail

In this data-centric age, understanding where and how data is collected—and subsequently used—throughout the customer journey can offer opportunities to personalize and tailor the customer experience, making it feel like a path made just for them.

Content Landmarks

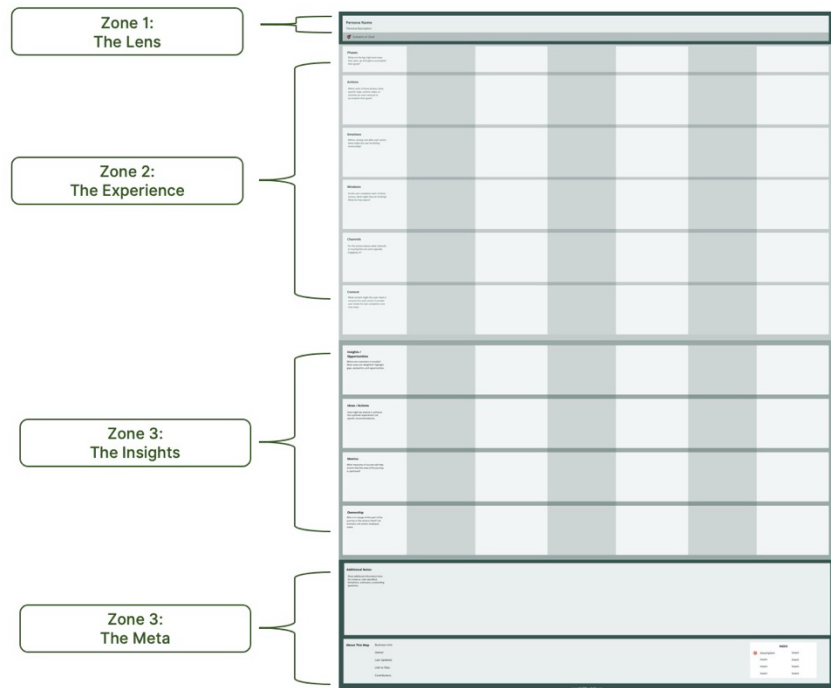
Evaluating the type and relevance of content at each stage ensures your messages aren't just seen but resonate and engage. It also helps teams deliver content and calls-to-action that are support the customer's needs and encourages them to take next best actions.

Journey Map Structure

As mentioned earlier, I organize my must-have components into four zones, each with a specific focus. I have arranged them into this practical and effective structure because:

- **It creates a predictable layout.** You may end up with multiple journey maps throughout your efforts. A consistent layout makes it easier for everyone to understand and interpret information.
- **It allows for creativity.** Flexibility is important. Within the zones, you can adjust content, change visual styles, add iconography—whatever you need to do to tailor the map to specific situations.
- **It allows for expansion.** As you deepen your understanding of the customer journey, the zones provide a space to integrate new insights seamlessly, while keeping the structure and layout of the map intact.

Consistency is key, whether you choose to leverage my zonal structure or not. Maintaining a uniform structure ensures clarity and ease of use across the board.



Journey Map Examples

While the structure I favor has served me well, there's a whole universe of journey map designs out there, as any quick internet search will show you. These variations exist because there's no one-size-fits-all format for these maps. They're tailored to reflect the specific contours of each company and the unique journey of its customers.

To give you a sense of this diversity and provide you with inspiration, I've curated a list of real-life examples that have been shared by a range of organizations and UX professionals.

- **Map 1:** This map takes you on a personal journey through the eyes of a UX designer, illustrating the emotional and practical steps of a customer's experience. It's a great example of how personal insights can inform a customer journey map. [Source](#)
- **Map 2:** A comprehensive guide that provides an overview of creating a customer journey map. This resource is perfect for those starting their journey mapping process and looking for a step-by-step approach. [Source](#)
- **Map 3:** A detailed case study from USA.gov, this map showcases how the government sector approaches journey mapping to enhance the citizen's experience, offering a perspective on service design in the public domain. [Source](#)
- **Map 4:** Dive into ten different customer journey maps, each offering a unique example of how businesses visualize and analyze customer interaction with their brand. These examples can broaden your understanding of various mapping techniques and their applications. [Source](#)
- **Map 5:** Delve into a curated collection that showcases how different organizations visualize their customers' journeys, each bringing a unique angle on mapping out customer experience. [Source](#)
- **Map 6:** This detailed journey map from Rail Europe, created by Adaptive Path, offers a glimpse into a robust user experience strategy, highlighting how touchpoints are carefully integrated. [Source](#)
- **Map 7:** Follow the customer's path with this journey map that not only emphasizes the front-end interactions but also the behind-the-scenes processes that support the user experience. [Source](#)
- **Map 8:** This journey map provides a unique dual perspective, showing both the front-stage customer experience and the back-stage processes and systems that enable it. [Source](#)
- **Map 9:** Get inspired by a journey map that encapsulates a comprehensive view of the customer experience, from initial contact through various stages of engagement. [Source](#)

Journey Mapping Templates & Checklists

The Template

You can download my journey mapping template, created in PowerPoint. Consider this your starting point—a well-organized canvas ready to be tailored to the contours of your customers' experiences.

- [Miro Board Journey Map](#)
- [Blank Journey Map Image](#)
- [Blank Journey Map PDF](#)

The Checklist

The above is a lot to remember. To keep all this manageable, here's a PDF checklist you can download and print. It breaks down the essential components into questions to spark deeper thinking. Use it as a reference throughout your journey mapping to ensure you're covering all bases and unlocking new insights.

- [Checklist PDF](#)