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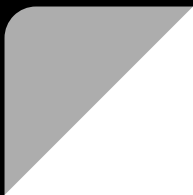
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# Customer journey workshop overview

Details and deliverables

2019



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# OVERVIEW AND AGENDA

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## What is a customer journey workshop?

A customer (also called user) journey workshop will allow you to map end-to-end the journey taken by a new potential customer, to identify where their pain points are and where opportunities lie to improve this journey.

During the workshop we'll begin by spending time understanding the mindset of the customer and then move on to look at key stages in the journey.

Following this we'll plot ideal user journey(s) for your users that can be built into your marketing and communications strategy and implemented on-site.

## Typical agenda

- Introduction and goals - 15 mins
- Empathy map - 45 mins
- Map frameworking - 20 mins
- Detailed map - 1.5 hr
- Key focus points and actions - 20 mins
- Conclusion and recap - 15 mins

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## DELIVERABLES

User mindset map - a rounded picture of your ideal customer / client

Current pain point and opportunities

Full end-to-end user journey map

Action plan for delivery

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# LOGISTICS AND PRICE

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## **Who can benefit**

This workshop will help attendees get into the mindset of the customer and so can be valuable to many people within the business. It is particularly beneficial to designers, user experience staff, marketing teams and relevant senior stakeholders.

## **Logistics**

The workshop lasts 3.5 hours and is run as a full morning or full afternoon session. We can come to you and will provide all materials. A simple questionnaire will be sent ahead of time to allow for details and specific preparation for the session for your business

## **Price**

The YOURS . SINCERELY customer journey workshop costs £650 + expenses

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**Thank you**

For more information contact:  
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