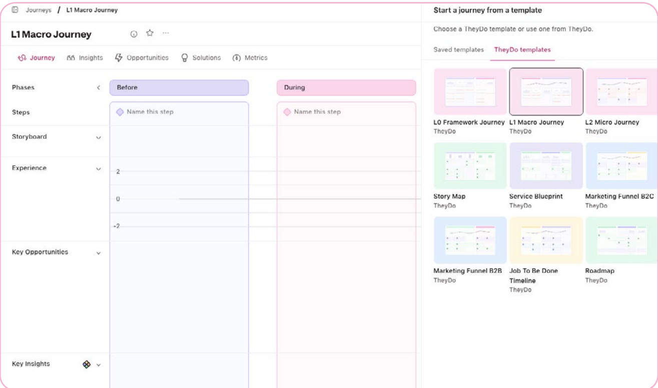
6 tips for setting up customer journeys

Creating customer journeys is quite intuitive, but there's always room for improvement.
Here are six tips that will help you create more insightful and practical journeys faster.

1. Use a journey template



Using journey templates not only helps you set up a journey much more quickly, it also ensures that all journeys in your organization are built up according to the same structure. This helps collaboration a lot, because once you understand the buildup of one journey, you understand all of them – even the ones created by different people.

2. Choose your scope wisely

Customer journeys can have various scales and scopes. Before you start mapping, it is worthwhile to consider where your journey should start and end, and how 'detailed' it should be.

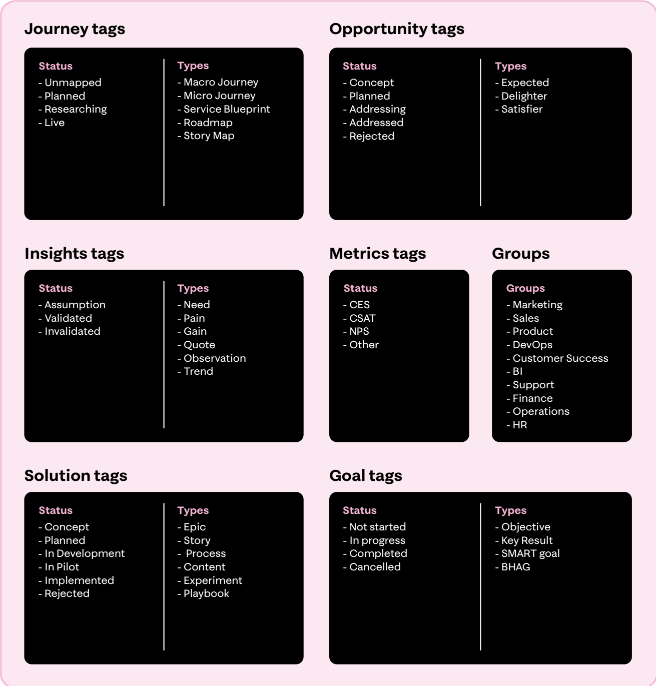
- **Macro journeys** give a high-level view of an end-to-end experience or full customer life cycle, covering multiple interactions per step.
- **Micro journeys** zoom in on a specific step of a higher-level journey, detailing each interaction and step-by-step processes.

Tip: If unsure about the level of detail needed, start with a macro journey and refine it later.

3. Bring your journeys to life with (free) visuals

Visuals provide context for each step in your journey and help to make your journey maps easier to navigate. Add free visuals from sites like **undraw.co, Illu-station,** or **Many Pixels,** or use icons, photos, or screenshots to enhance clarity.

4. Tag your journeys for easy access



With every journey, make sure you at least do the following things:

- **Mark journeys as assumption-based or research-based to clarify reliability**: The status of the insights in your journey (factual or interpreted insights) can help you determine if your journey is based on assumptions, or on proper research data. You can use journey status tags to tag the status in TheyDo.
- **Differentiate between current and future-state journeys to avoid confusion**: Help distinguish if a journey provides an overview of a current experience, or if it pictures a future 'prototype' journey that does not exist yet.
- **Assign ownership**: This helps clarify responsibility for different parts of the customer experience and prevent journeys from being overlooked or abandoned.
- **Use relevant tags**: Global tags help categorize your journey across various topics, making it easier for you and your teammates to find and reference.

5. Add your journey to a journey framework

The beauty of a journey framework is that it gives an overview of all the journeys that have been created in your organization. Make sure you add your journey to your organization's journey framework to ensure that others are aware that your part of the customer experience has been mapped, which prevents double work and improves collaboration.

6. Co-create journeys

Get input from colleagues, especially customer service and sales teams, who interact closely with customers. Validate your journey by talking to actual customers, and involve other teams like IT and Legal for a well-rounded view.