JOURNEY MAPPING

FOR ARTS ORGANISATIONS

wiredcanvas

INTRODUCTION

WHAT IS JOURNEY MAPPING?

JOURNEY MAPPING* is the process of identifying every encounter and interaction that your customers or audience have with your organisation (known as "touchpoints"), and analysing how these encounters can be improved - for both you and your audience.

WHY? Journey mapping is an extremely valuable exercise for arts organisations and the creative industries, especially within the current landscape of funding cuts and increased competition for audience attendance. Your marketing plan is probably already geared towards engaging new audiences, but it should also focus on perfecting your relationship with your existing customers. After all, the best advertising is word of mouth.

Evaluating your current performance thoroughly and honestly, and identifying the steps needed to improve, is the best way to maintain your reputation and improve audience engagement.

*Journey mapping is often also referred to as 'Customer Journey Mapping' or 'Customer Experience Mapping'.

TOUCHPOINTS

WHEN DO PEOPLE ENGAGE WITH YOUR ORGANISATION?

EVERY EXPERIENCE that your audience has with your organisation will shape their opinion of you and your services. Whether it's a poorly designed flyer for an event, or an uncomfortable seat in your theatre, or bad telephone manner from a member of staff - any negative experiences, however minor, will influence their overall impression of your organisation.

Whilst nobody can be perfect, acknowledging areas that can be improved (however insignificant they may seem) will go a long way to improving your audience's overall experience.

TIP

When you are doing your journey map, it is essential to **be honest** with yourself. Accept and acknowledge the flaws of your organisation. Try setting up an anonymous online survey and ask your audience and staff for their honest opinions on different touchpoints.

TOUCHPOINTS are the moments that your audience comes into contact with your organisation. Many touchpoints are obvious - such as attending an event or picking up a leaflet - but many smaller touchpoints start long before and continue after the main interaction / experience.

Here are some example touchpoints to consider…

BEFORE

- Advertising (online and offline)
- Media coverage
- Email newsletter
- Word of mouth / reputation
- Social media interaction
- Booking tickets
- Personalisation

DURING

- Your location / Parking access
- Affordability & ticket price
- Membership schemes
- Disabled access / Baby buggy access
- Cloakroom
- Quality of venue eg. Cleaning, Toilets etc
- Staff manner
- Experience of the event / exhibition
- Signage
- Shop / Merchandise
- Cafe / Bar

AFTER

- Collecting feedback
- Audience sharing their experience with your organisation on social networks or blogs
- Documentation of events
- Encouraging audience to revisit

EXAMPLE

NAME *Imaginary Gallery*

DATE *January 2013*

TOUCHPOINT	TOUCHPOINT	TOUCHPOINT	TOUCHPOINT
Arriving at the gallery by car or public transport	Booking tickets for events online.	Twitter marketing @imaginarygallery	Email newsletters + Mailing list
★★★★★★★★☆☆	★★★★★★☆☆☆☆	★★★☆☆☆☆☆☆☆	★★★★★☆☆☆☆☆

NEGATIVES	NEGATIVES	NEGATIVES	NEGATIVES
1. No disabled parking. 2. Not clear what bus routes stop nearby.	Have to write out billing and postal address each time... rather tedious!	We do not have many followers. Nobody tweets @ us! ☹	1. Can only subscribe in person at the gallery 2. Not targetted - mass email is not suitable for every subscriber.

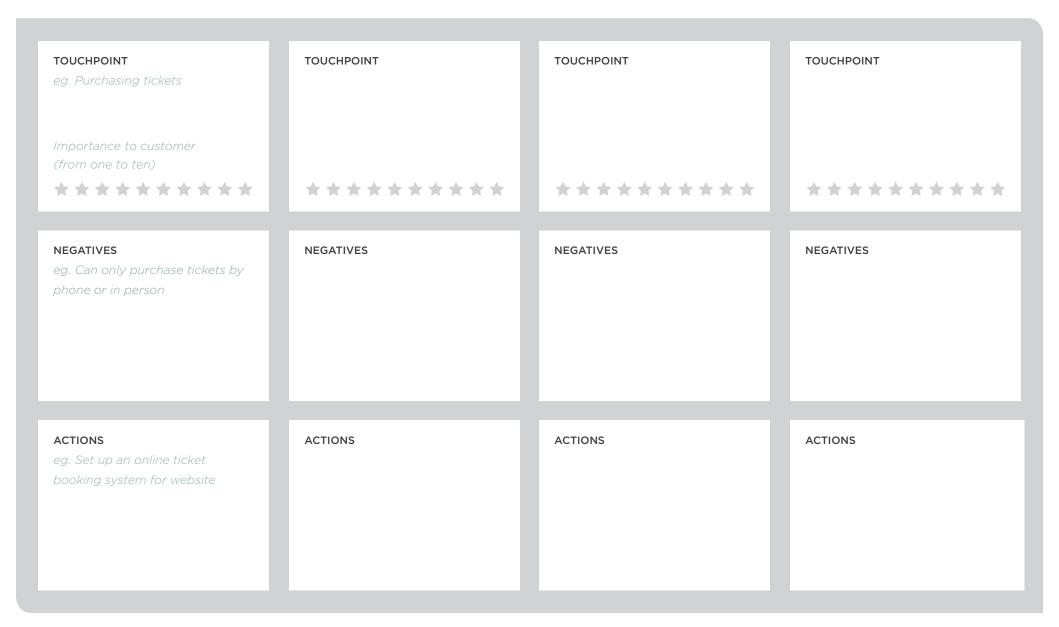| ACTIONS	ACTIONS	ACTIONS	ACTIONS
1. Assign a disabled parking space in the carpark. 2. Put bus details on website.	Set up online membership which remembers your address details every time you log in.	Develop a Twitter plan of action... Interact more with followers + tweet more interesting things!	1. Add a newsletter sign-up form on website. 2. Sort into interest groups and send more targetted emails

Continue onto multiple sheets as required

JOURNEY MAP

TOUCHPOINT

eg. Purchasing tickets

*Importance to customer
(from one to ten)*

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

TOUCHPOINT

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

TOUCHPOINT

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

TOUCHPOINT

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

NEGATIVES

*eg. Can only purchase tickets by
phone or in person*

NEGATIVES

NEGATIVES

NEGATIVES

ACTIONS

*eg. Set up an online ticket
booking system for website*

ACTIONS

ACTIONS

ACTIONS

Continue onto multiple sheets as required

JOURNEY MAP

TOUCHPOINT	TOUCHPOINT	TOUCHPOINT	TOUCHPOINT
★★★★★★★★★★	★★★★★★★★★★	★★★★★★★★★★	★★★★★★★★★★

NEGATIVES	NEGATIVES	NEGATIVES	NEGATIVES

ACTIONS	ACTIONS	ACTIONS	ACTIONS

Continue onto multiple sheets as required