



**StEPS-UT Audience
Public Relations**

**HANDS-ON ACTIVITY #4 = 30 minutes
Journey Mapping**

Instructions:


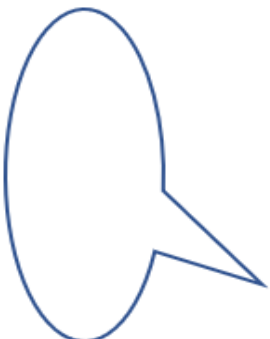

- 1) Break into your museum groups.
- 2) Choose one of the personas you created earlier today and create a journey map for that persona following these steps (20 minutes):
 - a) Define the scenario for their museum visit, including their identity-related goals.
 - b) List all the “touchpoints” they encounter throughout the pre-visit, on-site, and post-visit experience at your museum.
 - c) Personalize/humanize the map by including quotes that shed light on specific touchpoints.
 - d) Use the stickers provided to “grade” the experience - positive, neutral, or poor.
 - e) Pat yourself on the back for positive touchpoints!
 - f) Consider ways you could improve the poor touchpoints.
- 3) Group discussion (10 minutes)

TOUCHPOINTS are the moments that your audience comes into contact with your organization. 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:

<u>BEFORE</u>	<u>DURING</u>	<u>AFTER</u>
<ul style="list-style-type: none"> ▪ Advertising (online and offline) ▪ Media coverage ▪ Email newsletter ▪ Word of mouth / reputation ▪ Social media interaction ▪ Booking tickets ▪ Personalization 	<ul style="list-style-type: none"> ▪ Your location ▪ Parking access ▪ Affordability & ticket price ▪ Membership schemes ▪ Disabled / stroller access ▪ Cloakroom ▪ Quality of venue e.g., cleanliness, toilets, etc. ▪ Staff manner ▪ Experience of the event / exhibition ▪ Signage ▪ Shop / Merchandise ▪ Cafe 	<ul style="list-style-type: none"> ▪ Collecting feedback ▪ Audience sharing their experience with your organization on social networks or blogs ▪ Documentation of events ▪ Encouraging audience to revisit

Museum Visitor Journey Map

Specific User + Scenario + Goals

	Pre-Visit	Visit	Post-Visit
Touchpoints:		Touchpoints:	Touchpoints:
			
Opportunities			