Instruction text for participants

**Team**: [team name]

**Scope of mapping**: [name of the customer journey or its part which is in focus, for instance, “Onboarding”]

**Persona/user group**: [name, for example, Sharon Holland - Non-Returning High-Value Customer]

**Agenda**:

**10 min**: introduction and getting to know your team

**40-60 min**: collaborative mapping of the first journey stage (all together)

**10 min:** coffee-break

**60 min:** mapping in teams

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**10 min:** coffee-break

**60 min:** presenting results and discussion

**Task**:

Your team will be responsible for mapping the [stage name] stage. Go after what customers are doing, thinking and feeling at any moment, stage by stage, one fact per one sticky note. Pick a person responsible for collecting notes and putting them on the map on the wall.  Organize notes so that they line up one after another, grouped by proximity.

Don’t be afraid to draw or write on the paper directly. Also it’s ok to have some points left for further clarification - just mark them for future research. Don’t let the workshop become an endless argument - all questionable points must be validated via user research, not debated with a bunch of stickers and speculations.