JOURNEY MAPPING
FOR ARTS ORGANISATIONS
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’.
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.

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

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.
### Imaginary Gallery

#### January 2013

<table>
<thead>
<tr>
<th>Touchpoint</th>
<th>Negatives</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Arriving at the gallery by car or public transport</strong></td>
<td>1. No disabled parking. 2. Not clear what bus routes stop nearby.</td>
<td>1. Assign a disabled parking space in the carpark. 2. Put bus details on website.</td>
</tr>
<tr>
<td>2. No clear what bus routes stop nearby.</td>
<td></td>
<td>2. Set up online membership which remembers your address details every time you log in.</td>
</tr>
<tr>
<td><strong>Booking tickets for events online.</strong></td>
<td>Have to write out billing and postal address each time... rather tedious!</td>
<td>1. Develop a Twitter plan of action... Interact more with followers &amp; tweet more interesting things!</td>
</tr>
<tr>
<td><strong>Twitter marketing @imaginarygallery</strong></td>
<td>We do not have many followers. Nobody tweets @us! 😞</td>
<td>2. Sort into interest groups and send more targeted emails.</td>
</tr>
<tr>
<td><strong>Email newsletters + Mailing list</strong></td>
<td>1. Can only subscribe in person at the gallery. 2. Not targeted - mass email is not suitable for every subscriber.</td>
<td>1. Add a newsletter sign-up form on website.</td>
</tr>
</tbody>
</table>

Continue onto multiple sheets as required