

Make Journey Mapping Visual with the

Customer Journey Storyboard

Template

With Jeannie Walters, CCXP &



What is Customer Journey Storyboarding?

Storyboards are simply a collection of still images that represent a sequence of moments in time. They're often used in film making, advertising, and animation to help visualize what's needed for each scene in the story, but customer journey storyboards can do the same thing for your customer's experience.

A customer journey storyboard is a **visual variation on a customer journey map**.

Why Is Customer Journey Storyboarding So Effective?

Storyboarding can be highly effective to help with **specific parts of the journey that are challenging or just need new thinking**. Compared to building a standard customer journey map, the act of drawing out the "scenes" in the journey can tap into new ideas, creative problem-solving, and an awareness of what we know and what we don't.

I've used storyboarding techniques in workshops and consulting because I've seen how it leads to new results:

- A cynical construction manager told me afterwards how he realized how many "scenes" he didn't think about in the customer's movie until working through a storyboard.
- A fitness executive told me he taped his on the inside of his notebook so he could remember the customer's story.
- Others simply say "huh, I've never thought of it that way before."

It can seem strange, **but the act of drawing - even just stick figures - helps us realize our own misconceptions, improve our memory, and increase our capacity to learn.**

How to Use This Template

The storyboarding template on the next page consists of eight boxes. In the span of these eight boxes, doodle out the key steps a customer goes through as part of their journey.

Helpful Tips:

- **Create as many storyboards as you like.** Print off multiple copies of the template to doodle on, or even fold a piece of paper into eight squares!
- **Each storyboard should correspond to *one customer persona* and *one part of the journey*.** Keep the journeys simple rather than cluttered.
- **Begin by defining the first step of the story.** What story are you telling, and where does it begin? Use this to draw your first square.
- **Know your goal from the beginning.** Where do you want your customer to end up? Use this to draw your last square.
- **Fill in the rest.** How does your customer get from start to finish? What touchpoints, actions, and obstacles occur along the way? How do your customers feel at each step?
- **Doodle for emotion, supplement with text.** Drawing allows us to convey emotion and action very clearly. If you need text to supplement the story, add it to the bottom of any box using the lines provided.
- **Move quickly!** Try giving yourself and your team *one minute per square*. This will keep everyone focused and allow you to draw out a storyboard in under ten minutes!

How to Use This Template

Completing this exercise alone? Choose a customer persona and a journey to storyboard. Start with the frame one – where your customer starts – then draw frame eight – where you want your customer to finish – then fill in the journey that connects start to finish.

Working on this with your team? Even better! Print out enough copies of the template for everyone to get to doodle. Have everyone draw the same journey for the same customer persona – you'll likely discover that there are steps, obstacles, and opportunities that you hadn't considered.

Working with Jeannie? She'll guide you through each step, helping you choose which customer personas and journeys to storyboard, working through the storyboarding process with your team, and working with you to turn your insights into actionable next steps.

If you'd like to hire Experience Investigators to facilitate a Customer Journey Storyboarding workshop, simply email Inquire@ExperienceInvestigators.com.

More Customer Journey Storyboarding resources:

Article: Why a CX Mission Matters — & How to Create One | [Read](#) or [Listen](#)

Webinar: How to Create a Customer Journey Storyboard | [Watch](#)

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Step 1: Draw the *first* step of the story.

Whose story are you telling, and where does it begin?

In this example, a customer arrives at a store needing to pick up groceries using curbside delivery.

Step 2: Draw the *last* step of the story.

What are your customers' goals?
What are your goals?

In this example, a customer easily completes their pickup and provides simple feedback through the app.

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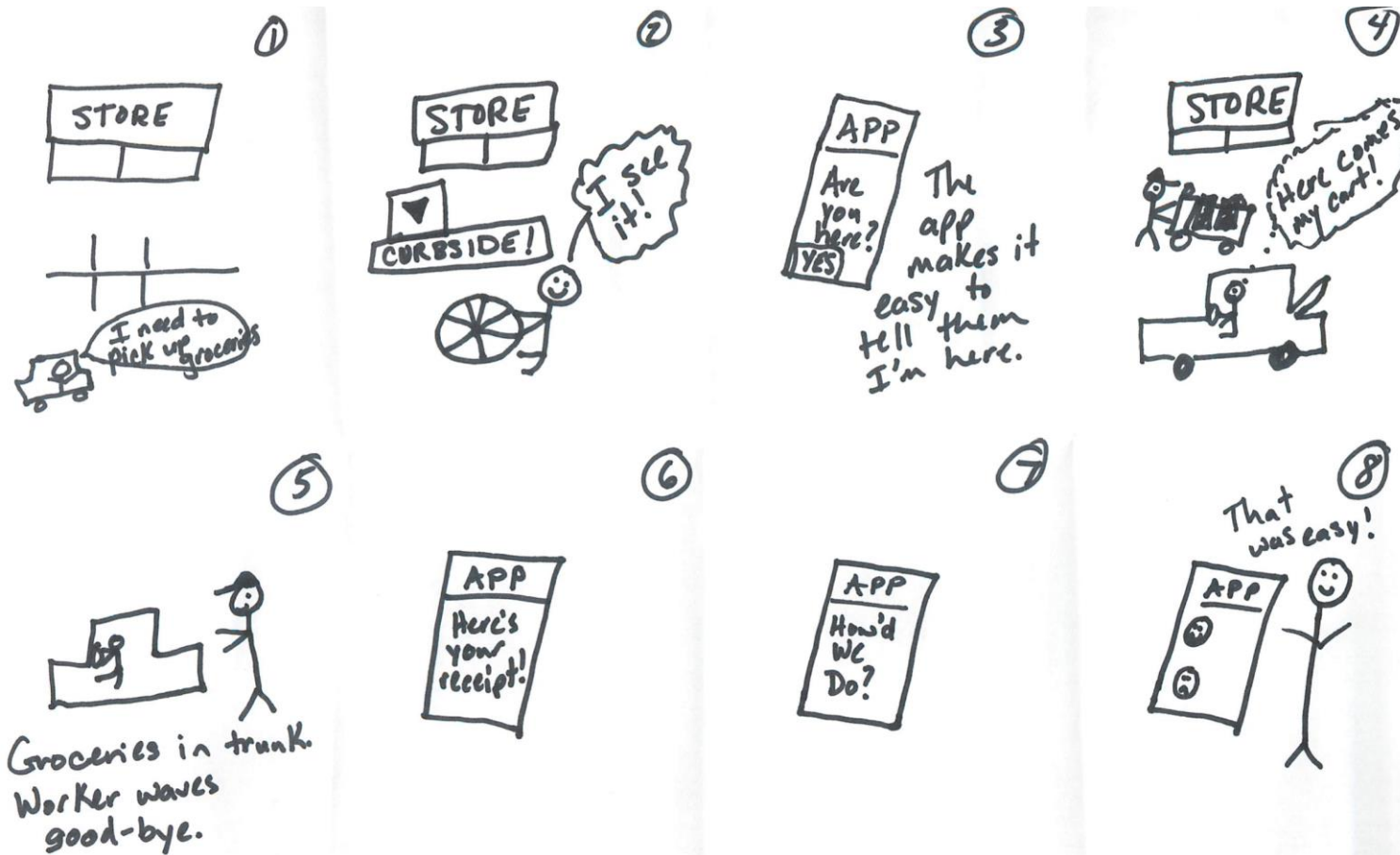
8

Step 3: Fill in the other steps.

- How does your customer get from start to finish?
- What touchpoints, actions, and obstacles occur along the way?
- How do your customers feel at each step?
- A completed example of this storyboard is available on the following page



Customer Storyboard Examples



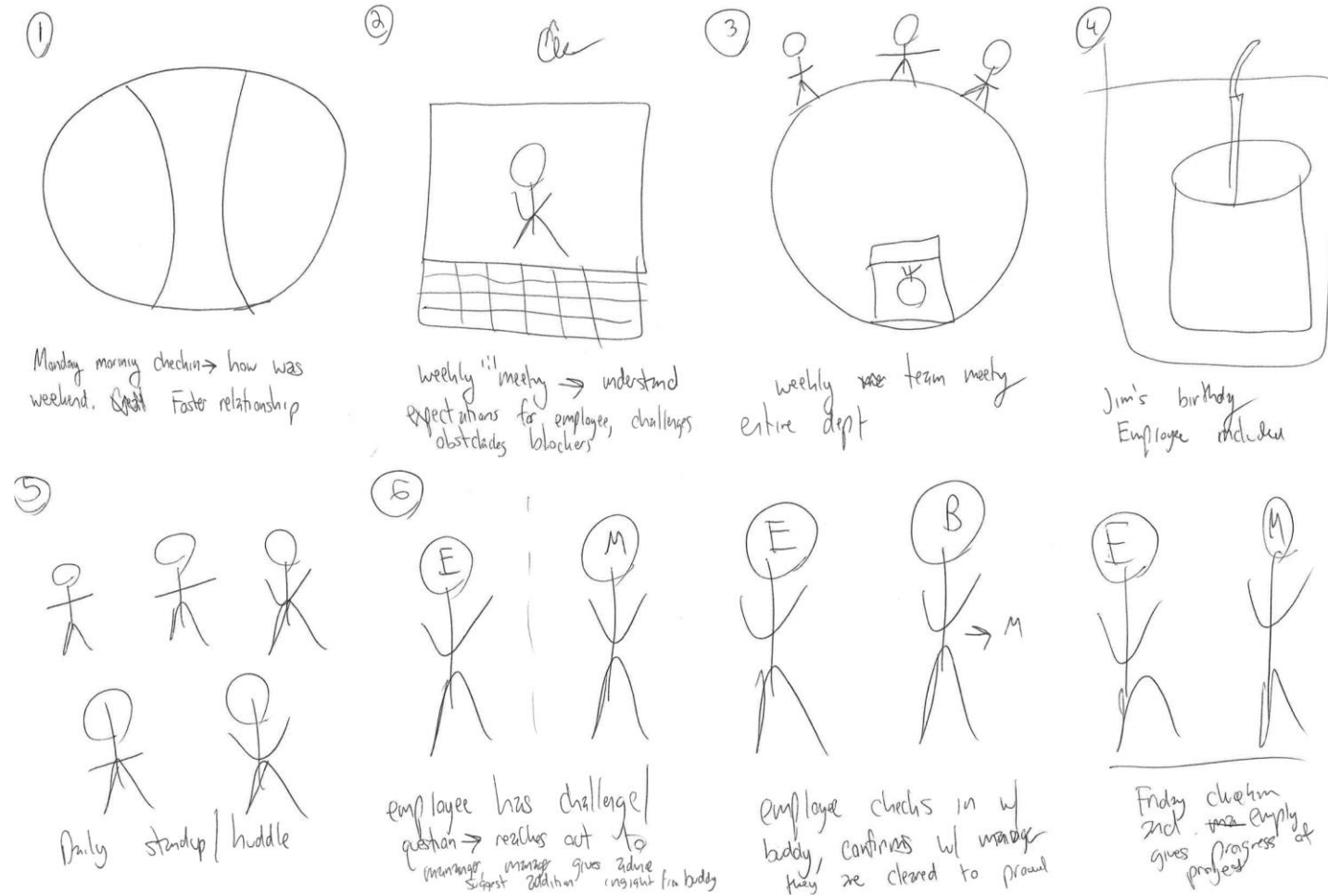
Labels & Dialogue. While you can use text at the bottom of a panel to describe what's happening, incorporating text within your drawings as a label ("store, app") or dialogue ("here comes my cart!") can convey what a customer is doing or feeling in each moment.

Customer Storyboard Examples



Stick Figures & Big Heads. This example uses simple stick figures, but the big, expressive faces help quickly and clearly convey emotion.

Customer Storyboard Examples



Tracking Individuals. In this example, simple letters are assigned to keep track of different individuals involved in the journey – Employee (E), Manager (M), and Buddy (B).

What's next?

This workbook is designed to be a starting point in your Customer Journey Mapping endeavors, but it truly only scratches the surface.

When you're ready to take the next step, Jeannie and the Experience Investigators Team are here for you.

Email Inquire@ExperienceInvestigators.com to discuss custom workshops, consulting, and more.

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