

Visitor Journey Mapping Exercise

Example Template:

	1	2	3	4	5
VISITOR JOURNEY ELEMENT	ARRIVAL AND QUEUE	BAG SEARCH	INFORMATION DESK	GALLERY 1	GALLERY 2
EXPECTED SERVICE LEVEL	ENTRANCE CLEARLY SIGNPOSTED, QUEUE TIME INFO AVAILABLE, WELCOME FROM FOH STAFF	POLITE AND HELPFUL SECURITY OFFICER, QUICK SERVICE	QUICK AND FRIENDLY SERVICE FROM FOH STAFF	CLEAR WAYFINDING, ACCESSIBLE CONTENT	CLEAR WAYFINDING, ACCESSIBLE CONTENT
AUDIENCE PROFILES	ISSUES	ISSUES	ISSUES	ISSUES	ISSUES
FAMILY GROUP WITH YOUNG CHILDREN	BUGGY ACCESS? LONG QUEUES	MULTIPLE BAGS, LONGER TIME		IS CONTENT CHILD FRIENDLY?	IS CONTENT CHILD FRIENDLY?
ELDERLY COUPLE	LONG QUEUE		NEED TO PRE-BOOK OR CAN ACTIVITIES BE BOOKED ON SITE?	SEATING?	SEATING?
YOUNG WHEELCHAIR USER	STEP FREE ACCESS?	ARE SECURITY OFFICERS TRAINED TO DEAL WITH WHEELCHAIRS?	ACCESSIBLE DESK HEIGHT? ACCESS GUIDE AVAILABLE?	ACCESSIBLE INTERPRETATION? LIFTS TO MULTIPLE LEVELS?	ACCESSIBLE INTERPRETATION? LIFTS TO MULTIPLE LEVELS?

SCHOOL GROUP	SEPARATE SCHOOLS ENTRANCE TO AVOID CROWDING?	ARE SCHOOL GROUPS BAG SEARCHER?	SEPARATE SCHOOLS RECEPTION?	CAPACITY? EDUCATIONAL CONTENT? CHILD FRIENDLY CONTENT?	CAPACITY? EDUCATIONAL CONTENT? CHILD FRIENDLY CONTENT?
OVERSEAS TOURIST	FOREIGN LANGUAGE PROVISION?		FOREIGN LANGUAGE PROVISION?	FOREIGN LANGUAGE PROVISION?	FOREIGN LANGUAGE PROVISION?
ETC					

Blank Template:

VISITOR JOURNEY ELEMENT	1	2	3	4	5
	EXPECTED SERVICE LEVEL				
AUDIENCE PROFILES	ISSUES	ISSUES	ISSUES	ISSUES	ISSUES

6	7
TOILETS	EXIT
GOOD WAYFINDING, CLEAN AND SAFE FACILITIES, NO QUEUE	OPPORTUNITY TO PROVIDE FEEDBACK, GOODBYE FROM FOH STAFF
ISSUES	ISSUES
BABY CHANGING FACILITIES?	BUGGY ACCESS?
POSSIBLY ACCESSIBLE FACILITIES NEEDED	
ACCESSIBLE FACILITIES NEEDED, POSSIBLE CHANGING PLACES FACILITY	STEP FREE ACCESS?

CAPACITY?	COACH PARKING?

6	7
ISSUES	ISSUES
