

Anywhere

Disability Access and Inclusion

Customer Journey Mapping Guide

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Guide

Customer Journey Mapping

What is Customer Journey Mapping?

Customer journey mapping is a process that helps you understand the experience of your customers, from the moment they become aware of your business to long after they've used your services. By mapping this journey, you can identify potential challenges and opportunities to improve accessibility and inclusion for people with disability throughout their experience.

Customer journey mapping isn't a detailed process map of how your business works. It is a process that aims to understand the customer experience from their perspective to create a customer-centric environment and improve customer satisfaction. A typical customer journey mapping process involves a number of phases, including:

- **Phase 1:** Develop customer personas
- **Phase 2:** Map lifecycle stages
- **Phase 3:** Engage with customers
- **Phase 4:** Understand the customer experience
- **Phase 5:** Analyse and document

Phase 1: Develop customer personas

Facilitate a workshop with your team and ask them to brainstorm detailed profiles of potential customers with disability. Draw from your staff's experiences, customer feedback, and research to consider various types of disability, needs, and preferences. Use inclusive language and focus on goals and challenges rather than limitations. If possible, involve people with disability in this conversation in some way.

Think about:

- **Types of disability:** consider various disability (vision, hearing, mobility, cognitive, etc.).
- **Demographics:** think about age, location, and any relevant background information.
- **Goals and motivations:** what are customers trying to achieve by using your tourism service?
- **Challenges and pain points:** What obstacles might customers face in the customer journey?
- **Preferred technologies:** how do customers access information and interact online?

Phase 2: Map lifecycle stages

Collaborate with staff who hold different perspectives (marketing, sales, operations) to break down the customer journey step by step. For each stage (awareness, consideration, etc.), identify customer goals, typical actions, and all the ways customers interact with your business (touchpoints). Consider different communication channels and how accessibility plays a role at each touchpoint.

Discuss each phase of the customer journey:

- **Awareness:** how do customers first learn about your business (website, social media, referrals, etc.)?
- **Consideration:** what information do customers research before making a decision (accessibility features, pricing, reviews)?
- **Purchase:** how do customers book or complete a transaction (online, phone, in-person)?
- **Experience:** describe the customer interaction with your product/service (physical environment, staff, activities).
- **Post-Experience:** How do customers provide feedback or share their experiences (surveys, social media)?

Phase 3: Engage with customers

Reach out to disability advocacy organisations and online communities to recruit participants for surveys and interviews. Clearly communicate the purpose of your research, confidentiality measures, and incentives (if applicable). Adapt surveys and interview questions to ensure accessibility for people with various disability.

Consider offering multiple formats (online, phone, in-person) to accommodate different needs:

- **Interviews:** conduct in-depth interviews with people with disability to gain insights into their experiences.
- **Surveys:** use accessible surveys to collect feedback from a larger group.
- **Observation:** observe customers with disability as they interact with your business.
- **Focus groups:** gather a small group for targeted discussions about specific touchpoints.

Phase 4: Understand the customer experience

Analyse collected data, focusing on areas of accessibility and inclusion. Encourage your team to go beyond identifying obvious obstacles and put themselves in the shoes of customers with disability. Discuss both the practical and emotional aspects of the journey to pinpoint areas where customers may feel frustrated, confused, or delighted.

Resist the urge to solve problems and focus on:

- **Empathy:** put yourself in your customers' situation to truly understand their perspectives.
- **Pain points:** Identify specific areas where customers experience difficulty or frustration.
- **Bright spots:** Recognise moments of positive experience and what makes your service enjoyable.
- **Emotional Journey:** Map customers' feelings alongside their actions (excited, anxious, satisfied, etc.).

Phase 5: Document

Choose a visual mapping format that works best for your team (a journey map, flowchart, or narrative journey). Clearly highlight pain points, successes, and areas for improvement. Prioritise actionable changes and develop a detailed plan including specific goals, timelines, and responsible team members. Share the map with everyone in your business to foster understanding and commitment to an inclusive customer experience.

- **Map creation:** Visualise the customer journey in a clear map, highlighting pain points and bright spots. Options include journey maps, flowcharts, or detailed narrative descriptions (see next page for one way to visualise the customer journey).
- **Prioritisation:** Identify the most critical areas for improvement based on their impact on customer experience.
- **Action plan:** Develop actionable steps to address pain points and enhance accessibility.
- **Share and collaborate:** Present the map and recommendations to stakeholders throughout your business for buy-in and to initiate change.

Lifecycle Stage

	Awareness How do customers first learn about your business (website, social media, referrals, etc.)?	Consideration What information do customers research before making a decision (accessibility features, pricing, reviews)?	Purchase How do customers book or complete a transaction (online, phone, in-person)?	Experience Describe the customer interaction with your product/service (physical environment, staff, activities).	Post-Experience How do customers provide feedback or share their experiences (surveys, social media)?
Customer goals Brainstorm this with your team.					
Customer actions Brainstorm this with your team.					
Touchpoints Brainstorm this with your team.					
Pain points Collect directly from customers.					
Bright spots Collect directly from customers.					
Opportunities Collect directly from customers + brainstorm with your team.					