

# Audience Journey Mapping Canvas

Audience Journey Maps are an important frame. You will be designing the best possible journey for your target audience. Get everyone in your team familiar with the idea and plot all the kinds of connections you currently have with audiences as part of your preparation. What could you do better? Where are there gaps?

1. Get a long roll of paper and some coloured pens. Draw a timeline/time-circle with “Before During After” on it.
2. In a group, plot a “map” of the experience your audiences have – think of all the “touchpoints” where they can interact with your organisation – from before their visit to afterwards. Get everyone to contribute – adding words, pictures etc. Capture as much detail as you can.
3. Next map who in your organisation – or community – is responsible for that interaction.
4. Now use emojis to signal how much you think audiences like that aspect of the experience.
5. Use this as an opportunity to get everyone thinking about audiences’ experience. Capture questions on a separate sheet



Audience Journey Map			
Touchpoints	Before visit	During visit	After visit
Live			
Digital			
Which Team delivers?			
Front of House			
Programming			
Education			
Marketing			
Development			
Digital			
Partner organisations			
Board decision			