Customer Empathy Through Journey Mapping

Understanding the customers' holistic experience with CMS can help you identify both customer pain points and opportunities for improving the customer experience. Journey maps, a commonly used human-centered design (hcd) tool, create empathy by depicting the customers' perspective as they interact with different touchpoints throughout their experience with CMS.

During this online, four-hour training, attendees will learn how journey maps can be a useful human-centered design tool. They will finish the course with the skills to create and use a journey map to communicate insights, engage cross-department team members, and provoke change through the findings in this tool.

Class Dates and Times:

December 8, 2021; 10:00am – 3:00pm EST with a 1-hour lunch

Register Here