Journey Stage Breakdown

2 hours

Research

Customer journeys are continuous, but teams need stages for analysis. Journey Stage Breakdown divides the journey. This helps focus improvement efforts. This exercise creates a shared journey structure in about 2 hours.

H HOW TO RUN

1. **Journey Scope** — 10 min
   Define journey boundaries to keep the exercise focused.
2. **Stage Brainstorm** — 30 min
   Identify potential stages in the customer journey.
3. **Stage Definition** — 40 min
   Clarify each stage's boundaries and purpose. What triggers the stage? What ends it?
4. **Transition Mapping** — 25 min
   Map how customers move between stages. Note any friction points.
5. **Framework Documentation** — 15 min
   Create a reusable stage framework document.

O OBJECTIVES

- Define 5-8 journey stages
- Each stage needs clear start and end points
- Identify key activities and goals within each stage
- Map transitions between stages
- Create a journey stage framework for teams

M MATERIALS

- ☐ Existing journey map (if available)
- ☐ Stage definition template (spreadsheet or doc)
- ☐ Transition diagram (whiteboard or digital tool)
- ☐ Markers

P PARTICIPANTS

10 to 15 people

F FACILITATOR NOTES

REMEMBER

- Push for clear, distinct stage boundaries. It's easy to blur the lines.
- Test stage definitions with real customer examples to ensure they resonate.
- Sometimes teams get stuck; suggest focusing on the 'customer's perspective' to break logjams.