



Visitor and Customer Experience Design Practice Training Course

31 May – 11 June 2027
Madrid



Visitor and Customer Experience Design Practice Training Course

Ref: 693_152950 **Date:** 31 May – 11 June 2027 **Location:** Madrid **Fees:** 10000 Euro

Overview

Visitor and Customer Experience Design Practice Training Course is a ten-day practitioner course for visitor-experience managers, customer-experience teams, venue and destination operations staff, service designers, and frontline supervisors who leave with a VX/CX Improvement Portfolio. Participants research needs, build personas, map journeys, create service blueprints, review accessibility, design touchpoints, improve queues and wayfinding, connect channels, measure feedback, plan recovery, and define governance. Agile Leaders Training Center connects visitor and customer experience design with operating practice.

Who Should Attend

- Teams responsible for visitor and customer experience strategy and improvement
- Venue and destination staff responsible for arrivals, navigation, queues, and services
- Service designers responsible for journeys, touchpoints, and service blueprints
- Frontline supervisors responsible for delivery, feedback, and service recovery
- Operations and insight teams responsible for measurement and improvement priorities

The course assumes participants already support public-facing services and leaves out visitor-attraction simulation alone, general customer service skills, and enterprise customer-experience strategy without design practice.

Departments and Industries

The course supports departments and industries where physical and digital experiences depend on coordinated touchpoints and operating processes.

- Museums, attractions, cultural venues, and heritage sites
- Tourism, hospitality, destinations, and events
- Healthcare facilities, education campuses, and public services
- Retail, transport, property, and customer operations
- Experience design, research, marketing, and service quality

Learning Objectives

By the end of this course, participants will be able to:



- Analyze visitor and customer needs across the end-to-end experience
- Build personas, journey maps, and service blueprints
- Evaluate accessibility, queues, wayfinding, and channel continuity
- Apply feedback and measurement methods to experience priorities
- Design service-recovery and governance routines
- Build a VX/CX improvement portfolio for implementation

Course Agenda

Day 1: Experience Strategy and Scope

- Visitor and Customer Experience Scope Canvas
- Experience Vision and Outcome Statement
- Stakeholder and Service Ecosystem Map
- Physical-Digital Channel Inventory
- Experience Governance Baseline Checklist

Day 2: Visitor and Customer Research

- Research Question Planning Grid
- Observation and Contextual Inquiry Guide
- Interview and Listening Protocol
- Feedback Evidence Coding Sheet
- Research Insight Prioritization Matrix

Day 3: Personas and Experience Needs

- Behavior-Based Persona Template
- Visitor Motivation and Barrier Map
- Customer Goal and Expectation Ladder
- Accessibility Need Consideration Cards
- Experience Scenario Definition Sheet

Day 4: Journey Mapping

- End-to-End Journey Scope Frame
- Stage-Action-Thought-Emotion Map
- Touchpoint and Channel Overlay
- Pain Point and Opportunity Register
- Journey Evidence Review Checklist



Day 5: Service Blueprinting

- Customer Action Swimlane Design
- Frontstage and Backstage Action Map
- Support Process and Dependency Layer
- Failure Point and Handoff Analysis
- Service Blueprint Validation Walkthrough

Day 6: Accessibility and Inclusion

- End-to-End Accessibility Review Guide
- Inclusive Information Format Checklist
- Alternative Experience Design Matrix
- Assisted-Service Interaction Plan
- Accessibility Feedback Capture Method

Day 7: Queues, Wayfinding, and Touchpoints

- Arrival and Queue Experience Map
- Wayfinding Decision-Point Audit
- Physical Touchpoint Design Brief
- Digital Touchpoint Continuity Check
- Cross-Channel Friction Log

Day 8: Feedback and Measurement

- Experience Measurement Question Tree
- Feedback Channel Coverage Matrix
- Qualitative Theme Analysis Board
- Experience Indicator Definition Card
- Insight-to-Action Prioritization Grid

Day 9: Recovery and Governance

- Service Failure Detection Checklist
- Service Recovery Response Sequence
- Escalation and Ownership Map
- Experience Improvement Governance Cycle
- Improvement Initiative Decision Log



Day 10: VX/CX Design Practice

- Exercise: Synthesize Research into Personas
- Exercise: Map a Visitor and Customer Journey
- Exercise: Build and Test a Service Blueprint
- Exercise: Prioritize Accessibility, Recovery, and Measurement Actions
- Capstone: VX/CX Improvement Portfolio

Practical Exercises

The course uses museum, destination, healthcare, transport, and retail scenarios to connect experience evidence with operating decisions.

- Suggested activity: observe a public-facing service and convert evidence into personas and experience needs.
- Suggested activity: map an end-to-end journey and blueprint the frontstage, backstage, and support processes.
- Suggested activity: audit accessibility, queues, wayfinding, and cross-channel continuity at selected touchpoints.
- Suggested activity: combine feedback, recovery, measurement, and governance actions into an improvement portfolio.

FAQs

Who suits visitor and customer experience design training, and what does it assume?

People responsible for public-facing experience strategy, research, design, operations, supervision, or measurement suit the training; it assumes familiarity with a service or venue context.

How does visitor and customer experience design differ from customer experience management?

Visitor and customer experience design applies research, journeys, blueprints, accessibility, and touchpoint tools, while customer experience management addresses wider organizational strategy, culture, ownership, and performance.

Why combine visitor experience and customer experience design?

Combining visitor and customer experience design helps teams connect venue-specific needs such as arrival, queues, and wayfinding with broader journey, channel, feedback, recovery, and governance practices.



What is the difference between a journey map and a service blueprint?

A journey map represents the end user's actions, thoughts, emotions, and touchpoints, while a service blueprint connects those actions with frontstage delivery, backstage work, support processes, dependencies, and handoffs.

How can accessibility improve the visitor journey?

Accessibility can improve the visitor journey by considering information, navigation, physical access, alternative formats, assisted service, and equitable experience options from planning through departure.

Conclusion

Participants leave with a VX/CX Improvement Portfolio containing research insights, personas, journey maps, service blueprints, accessibility findings, touchpoint briefs, measurement definitions, recovery routines, and governance actions. The portfolio connects experience evidence to prioritized operating changes. It supports coordinated improvement across venues, channels, frontline delivery, and support processes.