

Customer Journey Checklist



This downloadable 'customer journey check-list' can be used to test the quality of the visitors' experience travelling in to a town centre from surrounding roads and via various car parks and other arrival points such as railway stations.

Simply use it as an objective way to appraise the journey and identify potential improvements. The checklist is particularly helpful in considering how the experience might be improved for first-time or infrequent visitors. It can also be used to consider how the habits of frequent visitors might be influenced. Take photographs along the route to illustrate the issues.

The checklist is best used by somebody who is not over-familiar with the town. Consider teaming-up with contacts from a neighbouring town and each appraising the journeys in the other town.

The examples overleaf show how the check-list was used as part of the evidence for a wider access and parking review for Bury St Edmunds in association with the town's Business Improvement District (BID), local council and other stakeholder groups. This process highlighted the need for simple improvements that would improve the quality of the customer journey as well as more fundamentally distinguishing car parks better suited to the different needs of shoppers and tourists respectively.

For a review of completed checklists or information about conducting wider access and parking reviews, contact the People and Places Partnership via chris.wade@people-places.co.uk



Name of Car Park or other 'Arrival Point':

Surveyor:

Date:

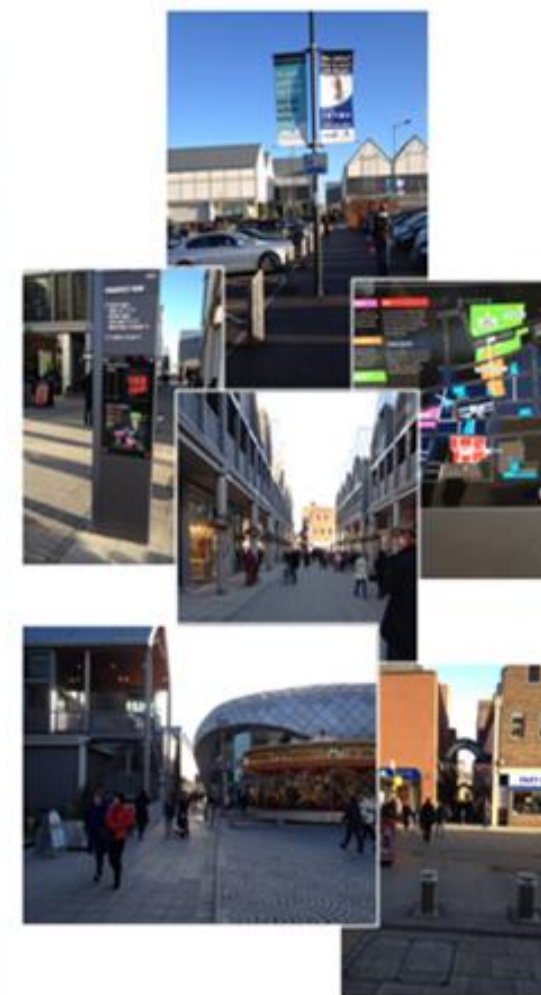
Qualitative Parking Access Indicators	Score (0-2)	Comment	Photo
i. Clear directional signposting from main roads			
ii. Clear directional info about short/long-stay status			
iii. Info about suitability, e.g. shoppers/town centre, attractions			
iv. Real-time information about parking availability			
v. Visitor orientation information boards in car park			
vi. Effective traffic flow within car park			
vii. Well-defined exits and walkways from car park			
viii. Clear sightlines to and from car park to town centre and key attractions			
ix. Finger posts or similar to and from car park to town centre/attractions			
x. Clear choice of alternative routes to and from car park			
Total indicative score	/20	Walking time to town centre	
Summary:			



Qualitative Parking Access Indicators		Ram Meadow	Comment
i.	Clear directional signposting from main roads	1	Clear but not obvious with use of '!' symbol
ii.	Clear directional info about short/long-stay status	2	Indicated as long-stay
iii.	Info about suitability, e.g. shoppers/town centre, attractions	1	Solitary sign ahead of key junction
iv.	Real-time information about parking availability	0	Yes but unreliable and so currently not in use
v.	Visitor orientation information boards in car park	0	None
vi.	Effective traffic flow within car park	2	Yes adequate
vii.	Well-defined exits and walkways from car park	1	Preferred exit not self-evident
viii.	Clear sightlines to and from car park to town centre and key attractions	1	Reasonable but some clarity needed
ix.	Finger posts or similar to and from car park to town centre/attractions	1	Yes but lack of clarity about Gardens route
x.	Clear choice of alternative routes to and from car park	0	Alternative routes exist but are not self-evident
Total		9/20	
Walking time to town centre key attractor(s)		Angel Hill 7 mins, Market Sq 10 mins	
Summary: Ram Meadow car park is well-placed to serve visitors and shoppers seeking to experience the town's historic attractions and centre but it is unwelcoming and signage does not make the most of the potential.			



Qualitative Parking Access Indicators		Arc	Comment
i.	Clear directional signposting from main roads	1	The more obvious of two sets of choices
ii.	Clear directional info about short/long-stay status	1	Yes but alternative car parks along Parkway
iii.	Info about suitability, e.g. shoppers/town centre, attractions	0	No and not distinguished from other Parkway options
iv.	Real-time information about parking availability	0	Yes but unreliable and so currently not in use
v.	Visitor orientation information boards in car park	1	Not in car parks but at Arc entrance points
vi.	Effective traffic flow within car park	1	Yes adequate
vii.	Well-defined exits and walkways from car park	2	Yes very obvious walkway to Arc
viii.	Clear sightlines to and from car park to town centre and key attractions	1	Excellent within Arc but less obvious beyond
ix.	Finger posts or similar to and from car park to town centre/attractions	2	Yes orientation boards and signage within Arc
x.	Clear choice of alternative routes to and from car park	2	Two obvious routes to/from Arc
TOTALS		11/20	
Walking time to town centre key attractor(s)		Apex 2 mins; Market Square 4 mins	
Summary: The Arc car park is very accessible, convenient and well way-marked for the regular user of the adjoining shopping centre. Its appropriateness for less frequent visitors accessing other parts of the town is less clear and the experience does not reflect the town's heritage.			





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