

Client Journey Map Template

Mindful Automation — May 2026 · Pythoness Programmer

Map your client journey as a sequence — from first contact through post-event follow-up. Anywhere you see a gap (information they have to remember, a link they have to find again, a follow-up they must initiate), mark it. That is your error-proofing to-do list.

Automation is hospitality: when the tech talks for you, your client cannot see your dashboard. They only see what landed in their inbox.

Journey overview

Service / offer name:

Typical client: *(who is your Maya — busy, human, not a project manager)*

Step-by-step map

Step #	What the client does	What they receive	What they are expected to do next	Gap? (Y/N)	Notes
1					
2					
3					
4					
5					
6					

Failure scenarios

For each critical automation in this journey, write one backup sentence:

If [automation] fails, I will:

Hospitality check

- Confirmation includes a calendar link or add-to-calendar option
 - Reminder timing was a decision, not a platform default
 - Replay / follow-up links are tested and documented in my playbook
 - Client can reply to a human without hunting for contact info
 - I have a folder backup plan I can read without logging into five dashboards
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Part of the [Mindful Automation](#) resource hub.