What are “Touchpoints” and Why are they important in an LJM?

What are Touchpoints?

When designers talk about customertouchpoints, they are referring to where customers interact with a brand, product, service, experience, etc. If you have a thorough understanding of each touchpoint, you can design better user experiences.

When designing learning solutions, the **touchpoints** refer to where a person interacts with the learning experience from before the learning event right through to after. When mapping out a learning journey, we need to know all the touchpoints a person will experience and the possible emotions tied to each touchpoint. Touchpoints can be both physical and digital, and are basically steps along the journey.

Why are Touchpoints important?

If we don’t map out the touchpoints a person will have with our learning solutions, **we won’t have a robust picture of their experience and how all the pieces connect together for a holistic approach**.

Imagine, for example, that you are designing a new learner's first class experience, but neglect to include information like the location for your virtual class, how you'll be testing them this term, or an introduction to the course in general!

**Touchpoints help you see where points of friction may exist**and **where participants might experience a dip in emotions** or tend to **disengage**. Mapping out touchpoints also allows you to ensure that you are working with the learner's brain, not against it!