

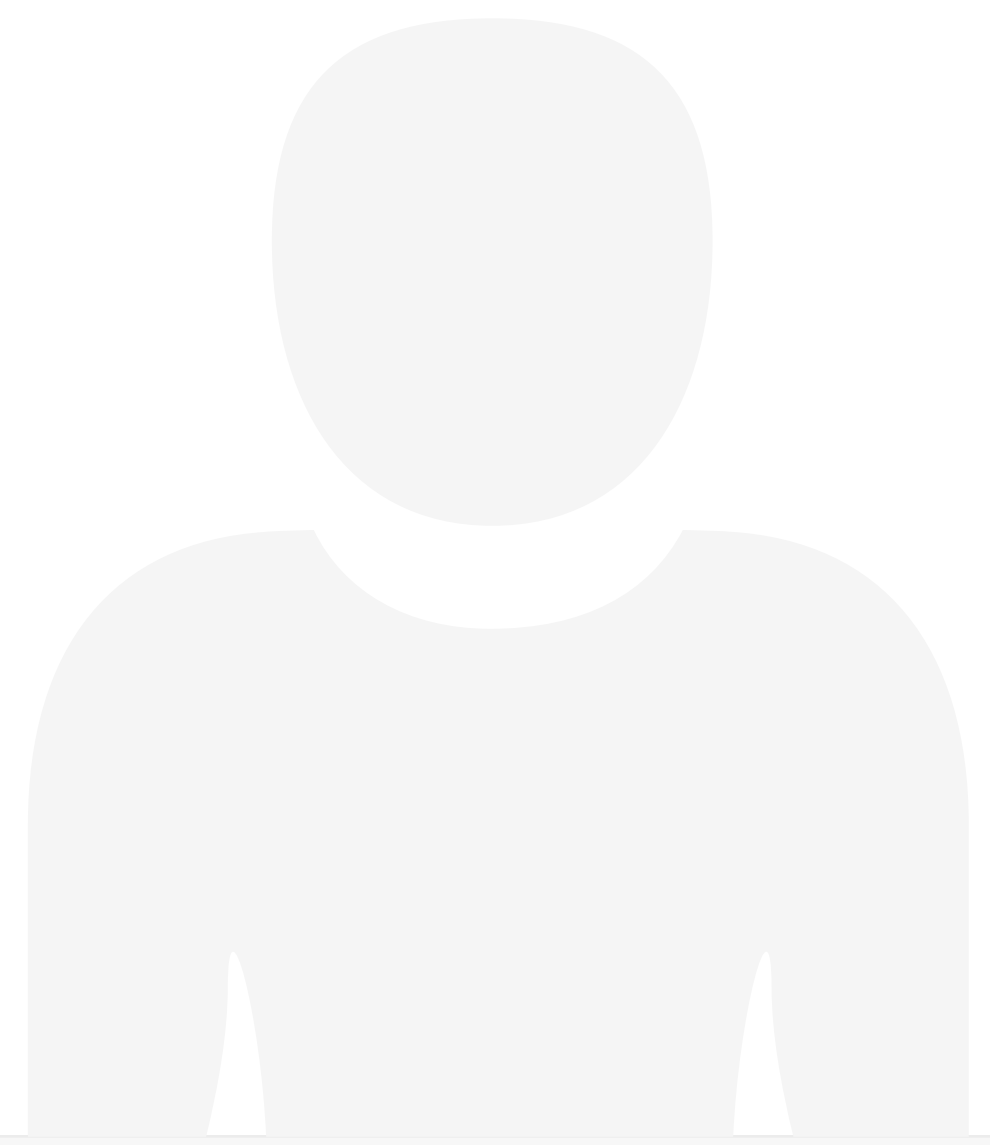
Customer journey map

Client, date:

Name

Journey stages

Persona



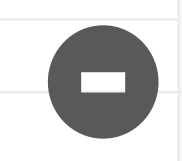
Context

What is the person
Doing?

Key characteristics

What is the person
Thinking?

What is the person
Feeling?



Journey objectives

Touchpoints

Opportunity areas
Customer's needs
Barriers

