

Customer Journey Map

Visualize the customer’s journey to uncover pain points and opportunities for improvement.

PERSONA Persona for which you will be mapping the journey.	JOURNEY STAGES					
	TOUCHPOINTS How does the customer interact with your company?					
	CUSTOMER’S JOBS What steps does the customer take?					
	EMOTIONAL STATUS What is customer feeling?					
	CHALLENGES What challenges does the custome face?					
SCENARIO Describe the scenario you will be creating a map for.	ADDITIONAL NOTES					

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