Customer Journey Mapping

1. Decide on a target customer persona and the scope of the journey to be explored today. Give them a visual representation, name and description.
2. Use sticky notes to build a back story, including the customer's reasons for taking this particular journey.
3. Ideally, 1 persona = 1 journey map. Duplicate these pages to repeat the exercise for another persona.

Persona 1
[Insert persona's name here]

Key Attribute

Add your thought here

Short Description

Add your thought here

Needs

Add your thought here

Challenges

Add your thought here

Opportunities

Add your thought here

Persona 1

4 Describe the persona's journey in the first 3 rows. "User actions" pertain to activities; "touchpoints" are interaction points like a website or email; and "pain points" refer to frustrations, errors and bottlenecks.

5 In the "emotions" row, move the dots up or down the colored spectrum to visually show how the persona's emotional experience rises and falls throughout the journey. Positive peaks = delight, while sudden drops = frustration.

6 In the final row, brainstorm possible solutions or areas of opportunity to improve the persona's experience.

	Awareness	Consideration	Purchase	Onboarding	Advocacy
User Actions	Add your thought here	Add your thought here	Add your thought here	Add your thought here	Add your thought here
Touchpoints					
Pain points					
Emotions	Delighted / Frustrated				
Possible Solutions					