

CUSTOMER JOURNEY MAP

	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIONS / STAGES	Add an activity that your customer does for each phase				
TOUCHPOINTS	Add how and when a customer interacts with your brand (eg. website, email, social media, etc.)				
CUSTOMER EXPERIENCE	<p>POSITIVE</p> <p>NEGATIVE</p>	CURIOUS, EXCITED	EXCITED	FRUSTRATED	SATISFIED, HAPPY
PAIN POINTS	Add a pain point your customer has for each phase				
SOLUTIONS	Add a solution for each phase				

CUSTOMER JOURNEY MAP

	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIONS / STAGES					
TOUCHPOINTS					
CUSTOMER EXPERIENCE	POSITIVE <hr/> NEGATIVE				
PAIN POINTS					
SOLUTIONS					