

CUSTOMER JOURNEY MAP

Title: _____

Explain the purpose of your canvas: _____

PERSONA

Summerize your persona in bullet points

- USING THE CANVAS**
The step by step proces of finding a proven customer journey.
- 1 Add Persona**
Summerize a realistic persona that is a member of your target group.
 - 2 For each step, add a stage**
The phase of the journey or funnel your persona is operating in. Choose: Awareness, Interest, Conversion, Retention, Upsell
 - 3 The 4 Customer Pillars**
Fill out the consumer context, tasks, emotions and opportunities.
 - 4 Step by step**
Make sure to first complete the canvas vertically before going to the next stage. This will make you explore the consumer fully.

JOURNEY STAGES					
<p style="text-align: center;">CONTEXT</p> <p style="text-align: center; font-size: small;">Define the touchpoints in which the persona operates.</p>					
<p style="text-align: center;">TASKS</p> <p style="text-align: center; font-size: small;">Describe the tasks your persona is trying to get done and the need they are trying to satisfy.</p>					
<p style="text-align: center;">EMOTIONS</p> <p style="text-align: center; font-size: small;">Write down the persona's emotions, opinions or thoughts.</p>					
<p style="text-align: center;">OPPORTUNITY</p> <p style="text-align: center; font-size: small;">Describe what you can do to improve the journey.</p>					

CUSTOMER JOURNEY MAP

STAGES							
CONTEXT	CONTEXT	CONTEXT	CONTEXT	CONTEXT	CONTEXT	CONTEXT	CONTEXT
TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS
EMOTIONS	EMOTIONS	EMOTIONS	EMOTIONS	EMOTIONS	EMOTIONS	EMOTIONS	EMOTIONS
OPPORTUNITY	OPPORTUNITY	OPPORTUNITY	OPPORTUNITY	OPPORTUNITY	OPPORTUNITY	OPPORTUNITY	OPPORTUNITY