PERSONA

Summerize your persona in bullet points

USING THE CANVAS

The step by step proces of finding a proven customer journey.

Add Persona

Summerize a realistic persona that is a member of your target group.

For each step, add a stage

The phase of the journey or funnel

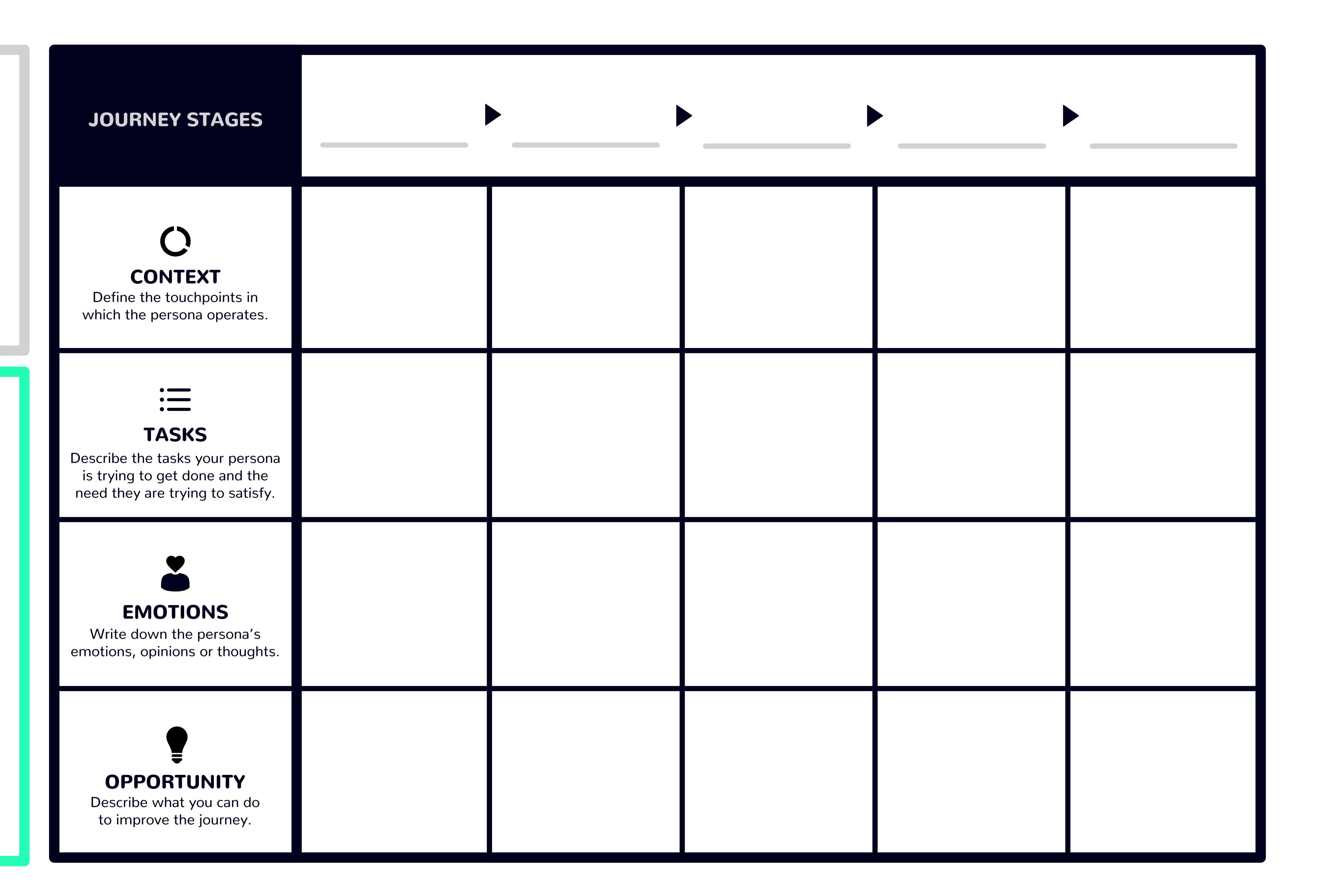
your persona is operating in. Choose: Awareness, Interest, Conversion, Retention, Upsell

The 4 Customer Pillars

Fill out the consumer context, tasks, emotions and opportunities.

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.



CUSTOMER JOURNEY MAP

				STAGES
				CONTEXT
				TASKS
				EMOTIONS
				OPPORTUNITY