

Customer Journey Map Template

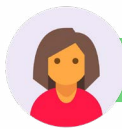


Persona

For each part of the customer journey, make notes about what the experience is like for the customer.

	Find	Buy	Buy Again	Recommend
Goal				
Pain Points				
Thinking & Doing				
Feeling	Delighted 😄	Delighted 😄	Delighted 😄	Delighted 😄
	Pleased 😊	Pleased 😊	Pleased 😊	Pleased 😊
	Indifferent 😐	Indifferent 😐	Indifferent 😐	Indifferent 😐
	Unimpressed 😞	Unimpressed 😞	Unimpressed 😞	Unimpressed 😞
	Frustrated 😡	Frustrated 😡	Frustrated 😡	Frustrated 😡
Opportunities				

Customer Journey Map Example



Persona

Parent of a 6 year old

For each part of the customer journey, make notes about what the experience is like for the customer.

	Find	Buy	Buy Again	Recommend
Goal	Find out what options are available and who sells kids bikes.	Information about prices and what is in stock. Buy a Bike	Buy bike accessories	Help friends / family
Pain Points	Too many options. Not sure what is important	Getting the bike home	Having to re-enter details online	Don't know how / where to leave a review
Thinking & Doing	I want something that will last a couple of years. I'll google what size I need?	What is the guarantee? Can I pay with AfterPay	We need a bike stand and a drink bottle holder. Are they on Amazon?	It was easy to buy from Bert's Bikes, I recommend going there.
Feeling	Delighted 😄	Delighted 😄	Delighted 😄	Delighted 😄
	Pleased 😊	Pleased 😊	Pleased 😊	Pleased 😊
	Indifferent 😐	Indifferent 😐	Indifferent 😐	Indifferent 😐
	Unimpressed 😞	Unimpressed 😞	Unimpressed 😞	Unimpressed 😞
	Frustrated 😡	Frustrated 😡	Frustrated 😡	Frustrated 😡
Opportunities	Paid Ad Words to appear in search results. Post more regularly on social media	After-sales follow up	Discount offer on next purchase. Segmented emails.	Ask for a review 7 days after purchase