

Customer journey map

Walk one person’s experience from first notice to first use. Write what they do, think and feel at each stage, then mark the moments that matter and the smallest change that would make the next step easier.

PERSONA	SCENARIO			THEIR GOAL		TEAM / DATE
	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6
Doing What do they actually do?						
Thinking What are they asking themselves?						
Feeling Plot the emotional high and low points	+ 0 -					
Touchpoints Where does the business meet them?						
Pain points Where does it go wrong?						
Lever What small change would make the next step easier?						