

# CUSTOMER JOURNEY MAP

## PICK ONE TARGET AUDIENCE AND ONE PRODUCT

### ACTIONS

There can be multiple actions taken from the customer throughout different stages of interactions with your business. Ex: Thinking about switching a bank. Standing in line at the bank. Taking money out of the bank.

### TOUCHPOINT

There can be multiple ways you interact with the customer. Think online presence and in person. Throughout different stages of purchasing your service/product

### CUSTOMER THOUGHT

Why are they interacting with your service and product? Are they in a rush and need to get this done now? Are they having issues with current providers?

### CUSTOMER FEELING

Are they happy? Anxious? Frustrated?

### PROCESS OWNERSHIP

Who in your company is going to help change from a neutral feeling or upset feeling into a happy experience?

### OPPORTUNITIES

How are things going to change in your company to provide better experiences for your customers?

# CUSTOMER JOURNEY MAP

PHASE OF JOURNEY	STAGE 1	STAGE 2	STAGE 3
<b>ACTIONS</b> What does the customer do?			
<b>TOUCHPOINT</b> What part of the service do they interact with?			
<b>CUSTOMER THOUGHT</b> What is the customer thinking?			
<b>CUSTOMER FEELING</b> What is the customer feeling?			
<b>PROCESS OWNERSHIP</b> Who is the lead on this?			
<b>OPPORTUNITIES</b>			

# CUSTOMER JOURNEY CONTENT MAP

PAIN POINT	STORY	BENEFITS	TESTIMONIAL	AWARENESS	CONSIDERATION	DECISION
Your customer is trying to solve what problem that your service solves	A story on how you solved the problem for a client you currently have	Specific benefits of your product /service that solves your customers pain	A testimonial of a client you currently have that reflects the pain point your potential customer has	URL	URL	URL

# IMPACT & FEASIBILITY MATRIX

