

Customer Journey Map Template



Persona

Scenario

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Goals & Expectations

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Step 1

Step 2

...

Final Step

Customer goals

- Goal 1
- Goal 2

Customer goals

- Goal 1
- Goal 2

Customer goals

- Goal 1
- Goal 2

Customer thoughts and emotions

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Customer thoughts and emotions

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Customer thoughts and emotions

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Opportunities & ideas to improve

- Opportunity 1
- Idea 1

Opportunities & ideas to improve

- Opportunity 1
- Idea 1

Opportunities & ideas to improve

- Opportunity 1
- Idea 1

Internal ownership

- Team member 1
- Team member 2

Internal ownership

- Team member 1
- Team member 2

Internal ownership

- Team member 1
- Team member 2



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