CUSTOMER JOURNEY MAP

PHASES

Create as many phases as you need. Here are the four most common ones: getting information, sales process, post-sales, repurchase.

TOUCHPOINTS

Via which channels do you interact with your customer? Via website, physical store, email, LinkedIn, WhatsApp.

THINKING

Note down the customer expectations for this stage. E.g., user friendly, responsive, good quality, more options, discounts, help.

DOING

Record actions the customer performs (e.g., click, download, pay, unboxing, use).

FEELING

Attribute customer feelings to the different phases by drawing a customer happiness curve. High = happy; low = unhappy; middle = neutral.

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