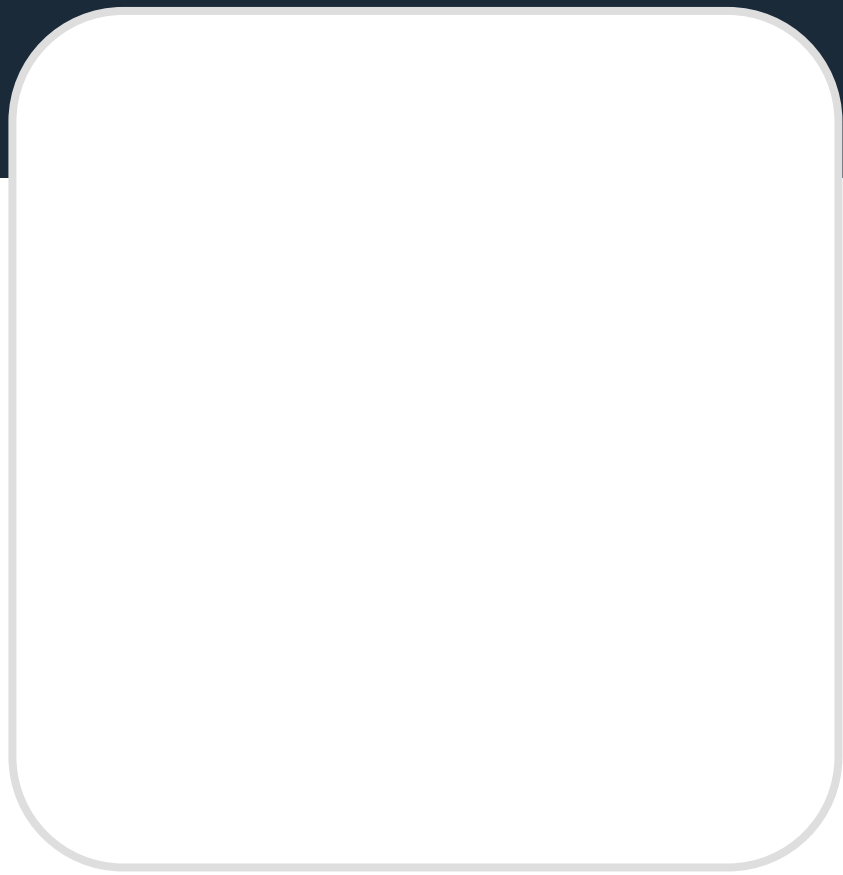




DFFRNT
RESOURCES

Journey map template

Map your customer journey to improve customer experience and customer satisfaction



Stages



Sentiment

- ECSTATIC 😄
- PLEASED 😊
- IMPARTIAL 😐
- DISPLEASED ☹️
- UNHAPPY ☹️

Channels

Goals

Pain Points

Artefacts

Opportunities
