Customer Journey Mapping

Explore pain points of your customer by mapping out their customer journey.

Phase of journey	Stage 1	Stage 2	Stage 3
Actions What does the customer do?			
Touchpoint What part of the service do they interact with?			
Customer Thought What is the customer thinking?			
Customer Feeling What is the customer feeling?	☺ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☹	☺ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☹	☺ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☹