

Customer Journey Map Template

PERSONA	Journey Episodes	[Episode Name]	[Episode Name]	[Episode Name]	[Episode Name]
	What phase of the experience are you describing?	Description	Description	Description	Description
<p>Name and Background <i>What is the name and background of the customer that is interacting with our company?</i></p> <p>Journey Scenario <i>What is this customer trying to accomplish with our company?</i></p> <p>Key Goals and Expectations <i>What does this customer want as the outcome of this scenario? What do they expect from us?</i></p> <p>Potential Challenges <i>What are potential challenges they might run into during the scenario?</i></p> <p>Additional Notes</p>	<p>Steps <i>What steps does the customer take during each episode? What information do they look for? What is their context?</i></p>				
	<p>Needs and Pains <i>What does the customer want to achieve or avoid?</i></p>				
	<p>Quotes <i>What is the customer saying about this experience?</i></p>				
	<p>Customer Feeling <i>What is the customer feeling? Use emojis to express more emotions.</i></p>				
	The Insights				
	<p>Opportunities <i>What changes do we need to make to improve this part of the customer journey?</i></p>				
	<p>Process ownership <i>Who is in the lead on this?</i></p>				