

# Journey Map

Date:

Who:

Journey Stages Which stage of the experience are you describing?	Stage 1:	Stage 2:	Stage 3:	Stage 4:
Actions What does the customer do? Add activities for each stage				
Touchpoint What part of the service do they interact with? (example: website, email, social media)				
Needs and Pains What does the customer want to achieve or what pain points do they encounter?				
Customer Feeling What is the customer feeling? Capture the positive and negative	Positive			
	Negative			
Opportunities How could we make this better?				