



Split Resource

Customer Journey Map

Framework

Customer Journey Map

Customer Stages	Awareness	Consideration	Acquisition	Service	Retention
Customer Goals What do users want to accomplish at this stage?					
Customer Actions Describe which actions users need to take to reach their goals					
Touchpoints & Channels How do users get information to make a decision or reach their goals					
Customer Thoughts What are users thinking or expecting during these actions?					
Overall Customer Experience What are the users feeling at this stage? (e.g. happy, frustrated)					
Pain Points What are the problems or negative experiences that users are facing at this stage?					
Opportunities to Improve How can we help users to reach the goal? Identify opportunities that could be improved or insights					