

CUSTOMER JOURNEY:

CUSTOMER OBJECTIVE:

CUSTOMER ROLE:



PRE EXPERIENCE

IN EXPERIENCE

POST EXPERIENCE

DESIRED OUTCOMES:

What does the customer need to achieve at this stage?

CUSTOMER BEHAVIOURS

What is the customer actively doing?

INTERACTIONS

Where and how are they engaging?

EMOTIONAL STATE

How does the customer feel at this stage

FRICION & EFFORT

What is causing stress, confusion or delay?

EMOTIONAL NEEDS

What is causing stress, What does the customer need practically and psychologically?

	PRE EXPERIENCE	IN EXPERIENCE	POST EXPERIENCE
DESIRED OUTCOMES:			
CUSTOMER BEHAVIOURS			
INTERACTIONS			
EMOTIONAL STATE			
FRICION & EFFORT			
EMOTIONAL NEEDS			