

Customer Segment/Persona:

Customer Journey Map

Awareness

Consideration

Decision

Retention

**Lifecycle Questions/
Considerations/
Preferences**

Customer Actions

Touchpoints

Data / KPIs

**Customer Experience /
Emotional State**

Pain Points

Opportunities

	Awareness	Consideration	Decision	Retention
Lifecycle Questions/ Considerations/ Preferences				
Customer Actions				
Touchpoints				
Data / KPIs				
Customer Experience / Emotional State				
Pain Points				
Opportunities				