CUSTOMER JOURNEY MAP TEMPLATE

One persona, one scenario

PERSONA (NAME AND ROLE)	SCENARIO AND GOAL	EXPECTATIONS

RESEARCH BASE (METHODS, SESSIONS, DATES)	MAP OWNER	LAST UPDATED

JOURNEY STAGES rename from research; add up to 7	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Doing					
Touchpoints and channels					
Thinking quote + participant ID					
Feeling -2 to +2 (+2 / 0 / -2)					
Pain points					
Evidence source + level					
Opportunities					
Owner and metric					

Evidence key H heard O observed M measured A assumed

Free to use and adapt. uiuxdesignservices.us