



Workshop Title: _____



Date: _____

Customer Journey Map

Persona: _____



Problem / Idea / Goal

	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7	Stage 8	Stage 9	Stage 10	Stage 11
Touchpoint 1											
Touchpoint 2											
Touchpoint 3											
Touchpoint 4											