




# Customer Journey Map Template



NAME

Scenario

	RESEARCH & DISCOVERY	CHOOSE	REGISTER   APPLY   PURCHASE	POST-PURCHASE
	<ul style="list-style-type: none"><li>• Customer needs</li><li>• Customer expectations</li></ul>	<ul style="list-style-type: none"><li>• Customer needs</li><li>• Customer expectations</li></ul>	<ul style="list-style-type: none"><li>• Customer needs</li><li>• Customer expectations</li></ul>	<ul style="list-style-type: none"><li>• Customer needs</li><li>• Customer expectations</li></ul>
<b>Emotional State</b>				
				
				
				
<b>Customer Actions</b>				
<b>Customer Touchpoints</b>				
<b>Customer Issues &amp; Problems</b>				
<b>Opportunities</b>				