

Customer Pain Point Heatmap

Pain Point Type

Confusion

Frustration

Anxiety

Difficulty

Dissatisfaction

Awareness

Consideration

Purchase

Onboarding

Usage

Support

Customer Journey Stage

0.65

0.17

0.69

0.39

0.94

0.14

0.34

0.11

0.90

0.88

0.26

0.66

0.82

0.56

0.53

0.24

0.09

0.90

0.90

0.63

0.34

0.85

0.73

0.90

0.89

0.78

0.64

0.08

0.16

0.80

1.0

0.8

0.6

0.4

0.2

0.0