

# Customer Journey Canvas 2.0

Design your customer journey and boost conversion.

This canvas is based on methods like the awareness ladder. Images from [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)  
Knowledge partner in Marketing & Communications: [www.f-amp.nl](http://www.f-amp.nl)

Find more canvasses, online workshops, workshop facilitators and knowledge on: [www.knowledge.li](http://www.knowledge.li)



Designed for

Designed by

Date

Iteration No.

## Value Proposition > Customer Segments

