**Project design phase-II**

**CUSTOMER JOURNEY**

**Customer journey:**

Donor journey mapping helps you reveal [touchpoints](https://uxpressia.com/blog/touchpoints-and-channels-customer-journey-mapping) — physical and non-physical interactions between your nonprofit or charity and your supporters. By understanding your personals’ experience at each of the touchpoints, you will be able to see what needs to be improved and make these changes, ultimately enhancing the whole experience.

Donor journey mapping is the ability to co-create a map together with your team. The team members, who join this process, will better empathize with your customers as they will know every step your donors take throughout their journey.



