

Customer Journey Map

LIFECYCLE STAGE	AWARENESS	CONSIDERATION	ONBOARDING	CONVERT & RETAIN
USER EXPERIENCE				
TOUCH POINTS & SCORECARD				
CHALLENGES				
RECOMMENDATION				
METRICS				
Improvement Opportunities				

Customer Journey Map Template



User Experience

Actions				
Motivations				
Questions				
Pain Points				

Overall Satisfaction

Customer Experience	Positive Neutral Negative
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Recommendations

Ideas for Improvement				
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