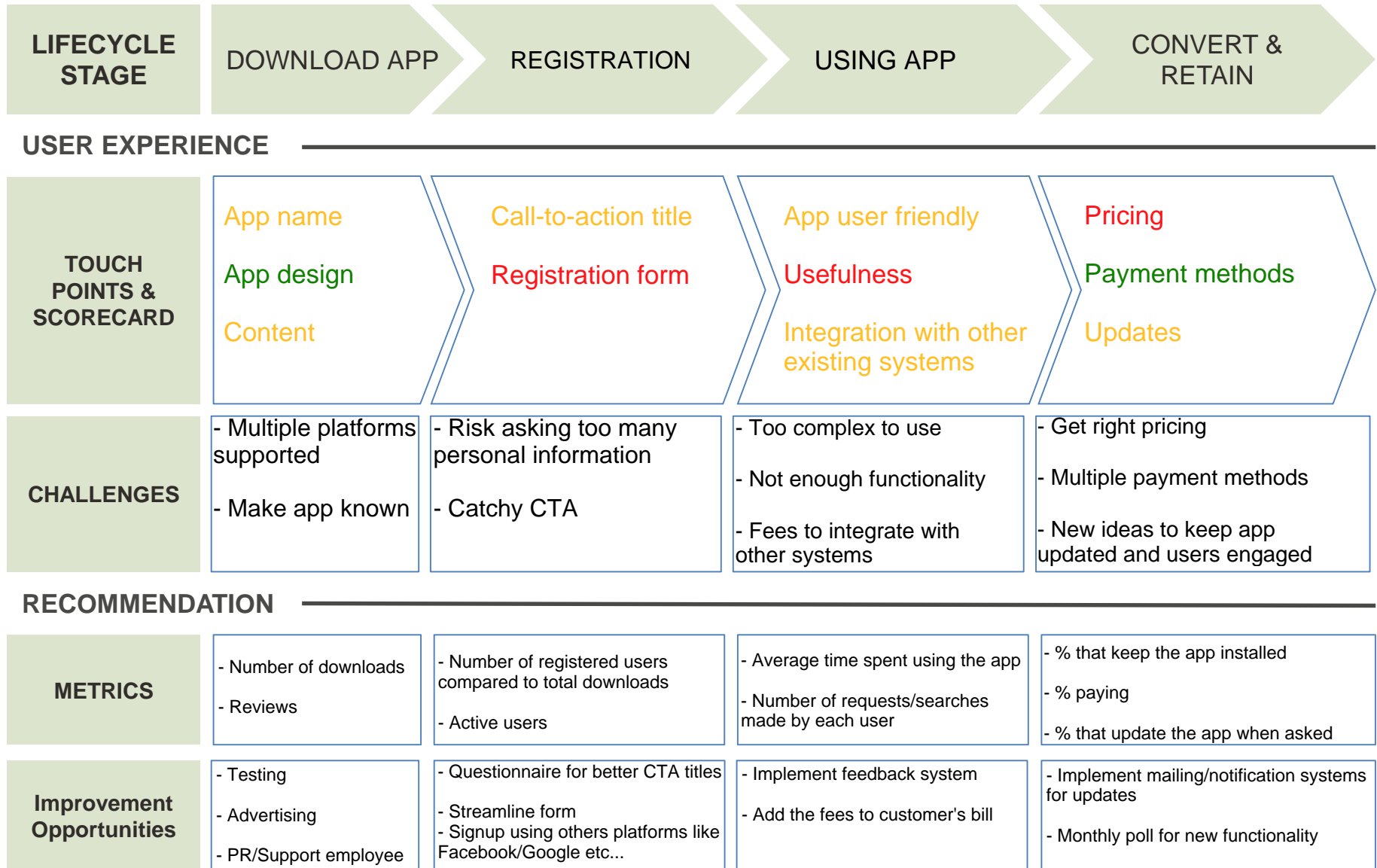


# Customer Journey Map



# Customer Journey Map

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

# Customer Journey Map Template

Stage	Awareness/Discovery	Consideration/Research	Decision/Purchase	Post-Experience
Touchpoints				
User Experience				
Actions				
Motivations				
Questions				
Pain Points				
Overall Satisfaction				
Customer Experience	<div>Positive</div> <div>Neutral</div> <div>Negative</div>			
Recommendations				
Ideas for Improvement				