



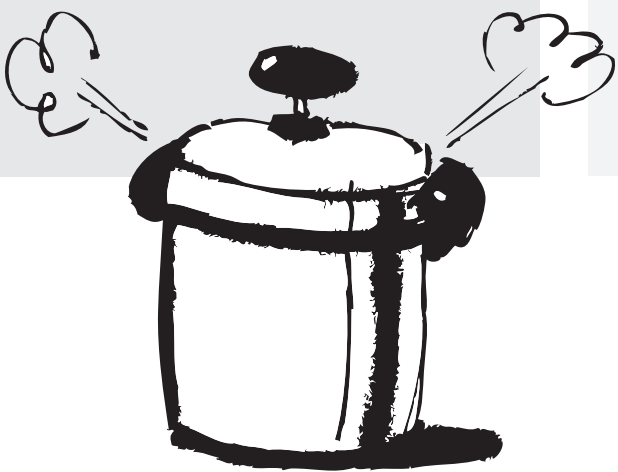


Customer Journey Mapping

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6	Phase 7
1. Current Touchpoints (Website, shop, brochure,.....) 							
Customer Needs (Focus on target customers or other stakeholders) 							
Evaluation (How do our current touchpoints perform on the needs of our customers?)  							
New Touchpoints (Use the value proposition and needs of the customer, out of the opportunity domain, as inspiration and guidance in the development of new and improved touchpoints). 							

Add more CJM sheets if needed

