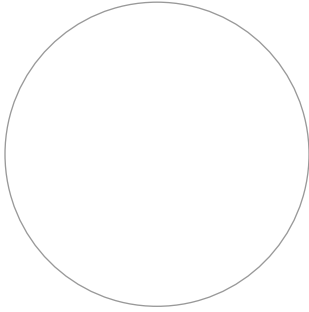


Customer Journey Map for _____

Persona Name:



Persona Description:

[illegible]

AWARE		CHOOSE		USE		FEEDBACK		REUSE	
USER GOALS									
USER NEEDS									
TOUCHPOINTS									
PROCESS									
EXPERIENCE	<div>😊 (positive emotions)</div> <div></div> <div></div> <div>😐 (neutral emotions)</div> <div></div> <div></div> <div>😞 (negative emotions)</div>								
PROBLEMS									
IDEAS									