

CUSTOMER JOURNEY MAP

PHASE	AWARENESS	RESEARCH	CHOICE	PURCHASE
PROCESS	Consumers begin their purchase journey by learning about health plans.	They conduct research, compare all the insurance plans, and determine a criterion for selecting the one.	In this phase, they narrow down the list and make a choice.	As the decision is made, the purchase process is completed.
TOUCHPOINTS	Health insurer, website, social media channels, Google and Print media	Google or other search engines, where the customer finds about your service.	They return to your website and look for what they actually want.	The process ends when an individual enrolled on the insurer's website.
SATISFACTORY LEVELS	★ ★ ★ ★ ☆ 4 / 5	★ ★ ★ ★ ★ 5 / 5	★ ★ ★ ☆ ☆ 3.5 / 5	★ ★ ★ ★ ☆ 4 / 5

3 Stages of the Marketing Funnel

AWARENESS

Introduce potential customers to your products or services.

CONSIDERATION

Help customers evaluate your products or services against alternatives.

DECISION

Influence customers to purchase your products or services.



Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is the context of the situation?

GOAL

2 What do they need to DO?

What do they need to do to achieve their goal?
What do they want or need to get done?
What do they want to do?
What do they want to do?

7 What do they THINK and FEEL?

PAINS

What are their fears?
What are their worries?

GOALS

What are their hopes?
What do they want to do?

3 What do they SEE?

What do they see in the world?
What do they see in the environment?
What do they see in the world?
What do they see in the world?

6 What do they HEAR?

What are they hearing from others?
What are they hearing from the world?
What are they hearing from the world?
What are they hearing from the world?

4 What do they SAY?

What do they say to others?
What do they say to the world?

5 What do they DO?

What are they doing?
What are they doing?
What are they doing?

Customer Journey Map

Let's gain insights by taking a walk through what we expect our users to experience



Stage 2: Map out the journey you expect them to have when using your product. Each persona gets one map.



Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

Customer Journey Map



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