



# Customer Journey Planner



	AWARENESS	CONSIDER	DECIDE	BUY	USE	ADVOCATE
<b>GOAL</b> What do you want your customers to do at this stage?						
<b>ACTIONS</b> How do your customers interact with your products/ services at each stage? What do you offer them?						
<b>EMOTIONS</b> How do you think your customers feel at each stage? Are they happy, angry, informed, confused...						
<b>TOUCH POINTS</b> Where do your customers interact with you at this stage? Online, phone, face to face...						
<b>PAIN POINTS</b> What problems/ issues might your customers have at each stage? How do you correct them?						
<b>OPPORTUNITIES</b> How could you improve the experience at each stage?						
<b>EVALUATE</b> Rank your current customer experience from 1-10						