

paula.

Customer
journey
maps



Customer journey map



Instructions for filling out the Customer journey map

- Persona:** Use one persona at a time.
It's okay to have multiple ones for your business.
- Stages:** Define the high-level stages a customer is going through starting with company awareness, through purchasing and using all the way to loyalty and advocacy.

The remaining information will be relevant to that specific stage in a customer's journey with your company.

- Emotions:** What are your customers feeling?
- Thoughts:** What are your customers thinking?
(Emotions and thoughts don't have to go hand in hand.)
- Goals:** What does your customer want to achieve throughout this stage?
- Actions:** Write out any and all actions a customer can make at this stage.
- Touchpoints:** What touchpoints can a customer interact with put out by your company?
- Pain points:** What are their frustrations, annoyances? What gives them trouble? What gets in the customer's the way? What brings them pain or difficulty?
- Opportunities:** List all the gaps your company can address.
- KPIs:** What are your success metrics?

Visit my blog to learn more about customer experineces: www.paulaborowska.com/articles

Customer journey map



Persona	
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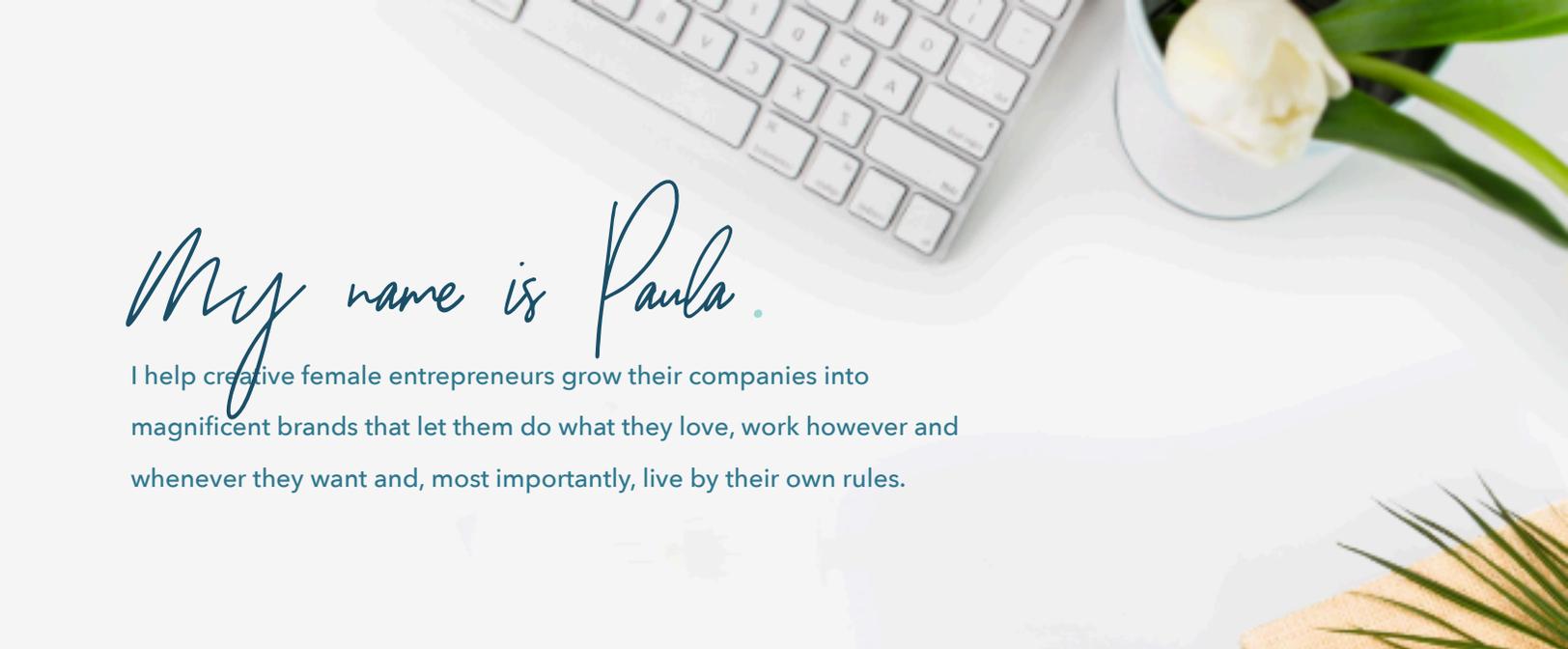


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My name is Paula.

I help creative female entrepreneurs grow their companies into magnificent brands that let them do what they love, work however and whenever they want and, most importantly, live by their own rules.

I am so profoundly *inspired*
by women who are building
their own *empires*.

My mission is to help these women achieve their business dreams (so that they can live their greater purpose). I do precisely that by using my design, business, and human psychology skills to create stunning brands that attract their ideal customers in order to grow and skyrocket their businesses to their next level.

Are you ready for change?

Book you free consultation call

<http://paulaborowska.com/>

