



CUSTOMER JOURNEY CANVAS

Designed for:

Date:

Version:

<p>SCENARIO Briefly describe the scenario the customer has found themselves in.</p>	<p>CUSTOMER NEEDS Explain what the customer needs from you in this scenario.</p>	<p>CUSTOMER EXPECTATIONS Explain what the customer expects from you in this scenario.</p>
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STAGE <small>Name each stage in the customer journey. N.B. The journey might require more than six stages.</small>	1.	2.	3.	4.	5.	6.
TOUCHPOINT <small>Describe the customer touchpoint.</small>						
DOING <small>Explain what the customer is doing.</small>						
THINKING <small>Explain what the customer is thinking.</small>						
FEELING <small>Plot how the customer is feeling.</small>  						
OPPORTUNITIES <small>List the opportunities to improve the customer experience.</small>						

Ver. 1.0

