Journey map template

JOURNEY	STEP 1	STEP 2	STEP 3	STEP 4
Customer behavior				
What is your customer trying to do?				
Customer attitudes What is your customer feeling/saying?				
What is your custoffier reening/saying:				
The on-stage experience who/what is your customer directly				
interacting with?				
The off-stage experience				
Who/what needs to be in place but which your customer is NOT directly aware of?				