Customer journey map

	Phases	
Id	entify different phases in your customers journey	
	Actions	
D	efine which actions your customer take during the phases above	
	Feelings	
D	raw a line of emotions with each action to visualise their feelings	
Z	Channels	
	/hich channels does your customer use during the defined phases	

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need more attention and define which problem you need to solve during the next steps. Try to maximise the customer experience and solve pain points an problem zones.

