

# Customer journey map

Team:

## 1 Phases

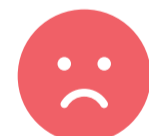
Identify different phases in your customers journey

## 2 Actions

Define which actions your customer take during the phases above

## 3 Feelings

Draw a line of emotions with each action to visualise their feelings



## 4 Channels

Which channels does your customer use during the defined phases