CUSTOMER JOURNEY MAPPING

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EMOTIONAL STATUS OF

PERSONA

Name

Profile

Behaviour

Explain Emotions

CONTEXT

WHAT IS THE PERSONA TRYING TO DO?

JOURNEY STAGES

TOUCHPOINTS

OPPORTUNITIES AREAS

Customer's Needs

Barriers

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Explain Emotions

Explain Emotions

Customer's Needs

Customer's Needs

Barriers

Barriers

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Explain Emotions					EMOTIONAL STATUS
					CONTEXT
					WHAT THE PERSONA IS TRYING TO ACHIEVE?
					JOURNEY STAGE
					TOUCHPOINTS
Customer's Needs					OPPORTUNITY AREAS
Barriers					