

Customer Journey Mapping Worksheet

Mapping every touchpoint a customer has with you, from first awareness to loyal repeat buyer.

Stage 1: Awareness

How do they first find out you exist? What's their mindset at this point?

Stage 2: Consideration

What are they comparing you against? What questions do they need answered?

Stage 3: Decision

What's the final thing that tips them toward saying yes? What could cause hesitation?

Stage 4: Onboarding

What's their experience in the first days or weeks after saying yes?

Stage 5: Ongoing Experience

What does an average interaction with you look like regularly?

Stage 6: Loyalty / Advocacy

What makes a customer become a repeat buyer or referrer?

For Each Stage, Identify

- ☐ The emotion the customer likely feels
- ☐ The gap between what they need and what they currently get
- ☐ One specific improvement worth making