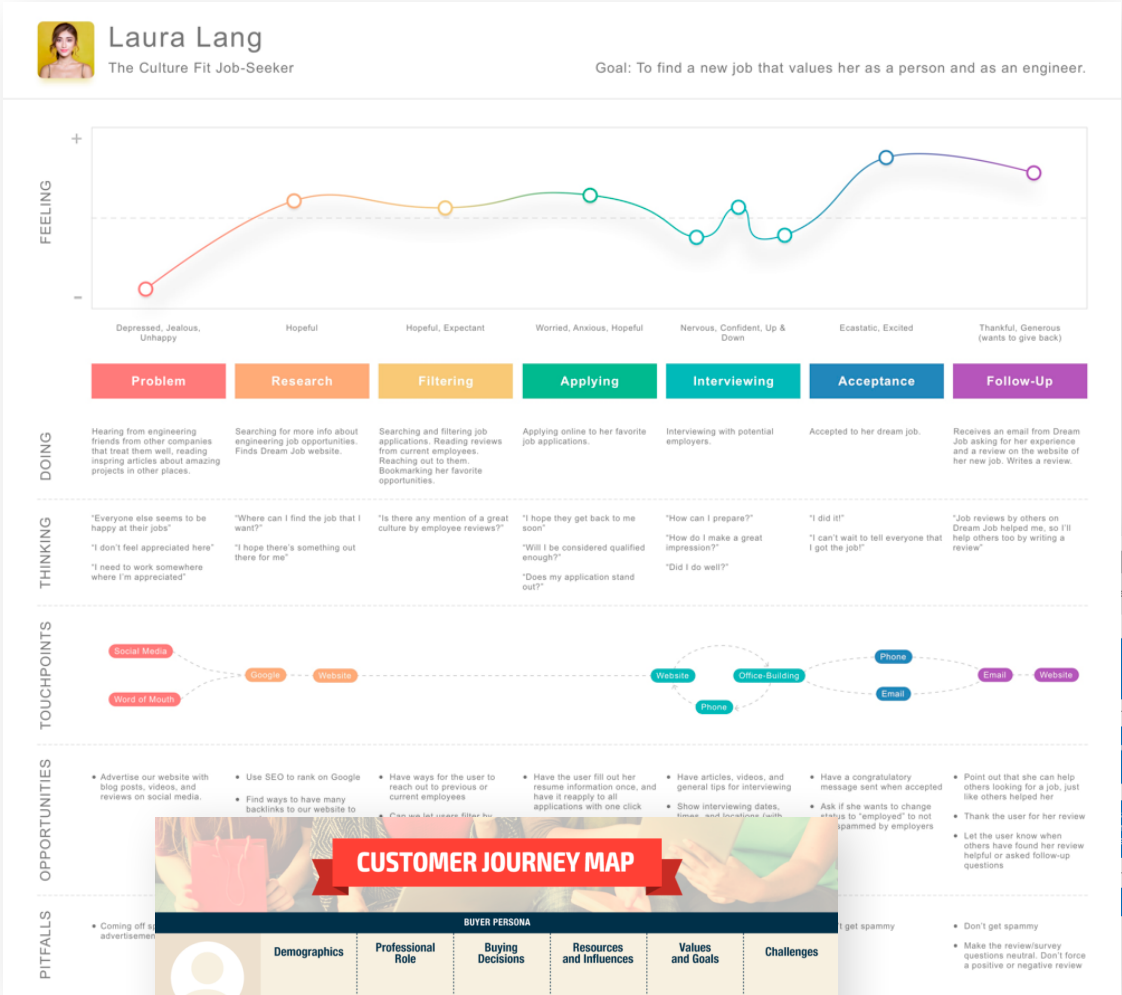


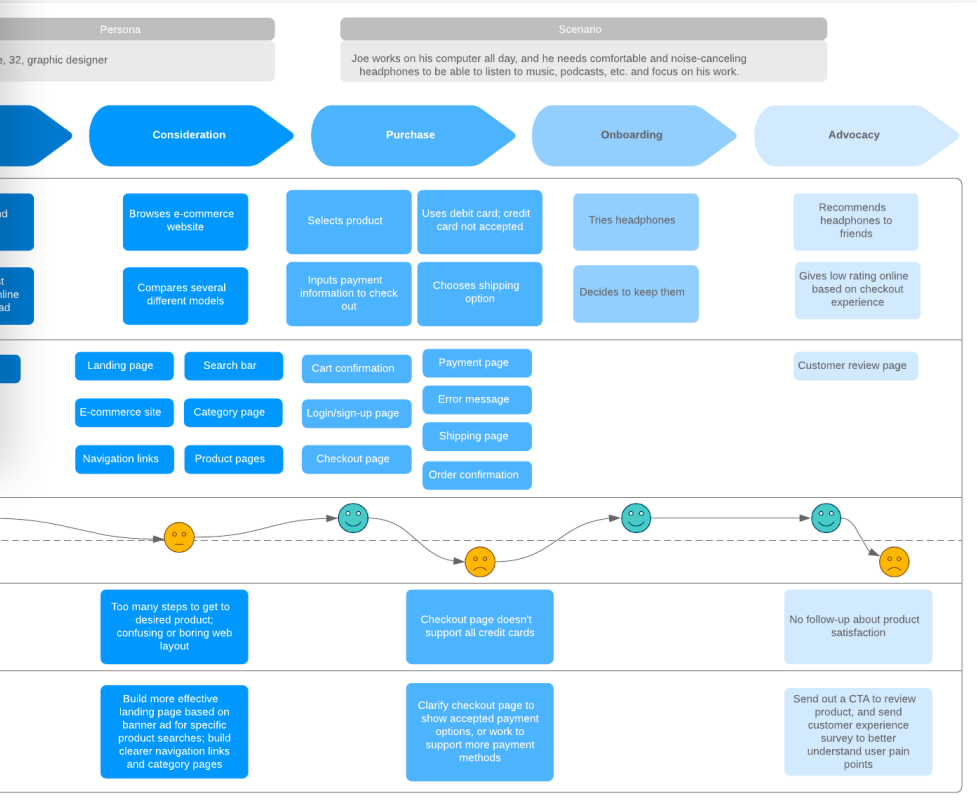
Source: [Master Design](#)



Source: [Venngage](#)

# How to Use Your Customer Journey Map

Source: [LucidChart](#)



Your company's customer journey map is unique to your business. And, with so many varieties of customer journey map templates out there, it can be tough to decipher which one best suits you.






To help you get started on the right track, we designed a standard template so you can examine your customer journey and map out what your prospects are thinking, feeling, and doing throughout the buying process.

Fill out each section as though you are the prospect. In the emotions row, create a path of how your prospect might be feeling at each stage (Add positive emotions above the dotted line and negative emotions below it.)

Once you're done, share your customer journey map with your team! Feel free to adjust your stages as you see fit; as you may see in other examples, customer journey maps can include a post-purchase or delight stage. Consider including these if you want to hone in on how your service team impacts the customer.

If you have multiple personas, we recommend filling out a customer journey map for each.

# Customer Journey Map

	Research 	Compare 	Connect 	Consider 	Decision 
Emotions					
Thinking					
Actions					
Touchpoints					
Proposed Solutions					