Name: _____ Date: _____

Customer Journey Map

1. RSEANEAWS AWARENESS
2. HASREC SEARCH
3. NISCRDEO CONSIDER
4. CHEPARUS PURCHASE
5. TYLOAYL LOYALTY
6. SDGOO GOODS
7. ERISESCV SERVICES
8. RMCOTSEU CUSTOMER
9. EESND NEEDS
10. TNSWA WANTS
11. OIETNSOM EMOTIONS
12. IASHBT HABITS