# Customer Journey Map

*Purpose:* This document is used to visualize and understand the end-to-end experience a customer has with a product, service, or brand. It outlines each stage of interaction, uncovers pain points, and identifies opportunities for enhancement throughout the customer lifecycle.

## Customer Profile

**Name:** {customerName}

**Age:** {customerAge}

**Location:** {customerLocation}

**Personality Type:** {personalityType}

**Background:** {background}

## Customer Goals

{customerGoals}

## Stages of the Journey

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Stage** | **Customer Actions** | **Customer Thoughts** | **Customer Feelings** | **Touchpoints** | **Pain Points** | **Opportunities** |
| {#journeyStages}{stageName} | {customerActions} | {customerThoughts} | {customerFeelings} | {touchpoints} | {painPoints} | {opportunities}{/journeyStages} |

## Emotional Journey

*This section illustrates how the customer's emotions change throughout each stage.*

{#emotionalPoints}

* **{stage}:** {emotion}

{/emotionalPoints}

## Team Insights

{#teamNotes}

* {note}

{/teamNotes}

## Next Steps & Actions

{#nextActions}

1. {actionItem}

{/nextActions}

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