

# Customer Journey



## User persona

(age, title, goals, frustrations)

## Buyer's Journey

### Emotion

How is the customer feeling?

### Action

What is the customer's likely next step?

### Research

What is the customer researching or hoping to learn?

### Progress

How are we nurturing the customer through this journey?

Awareness

Consideration

Decision Made

## User Experience

### Action

What is the customer doing?

### Moments of Delight

Where is the customer having a positive experience?

### Moments of Frustration

Where is the customer having difficulty?

### Emotion

How is the customer feeling?

### Needs

What does the customer need?

### Outcome

What is the likely outcome?

### Opportunities

What can we improve?

Beginning

What's happening at the beginning of this process?

Consideration

What's happening in the middle of this process?

Decision Made

What's happening at the conclusion of this process?