

Customer Journey

Short description: The customer journey is a kind of journey that your customers complete before they purchase a product or service. Why is this relevant for you? Well, the customer journey shows various possible points of contact (also called touchpoints) that your customers (could) have with your company. These touchpoints are therefore decisive for whether customers make a purchase or not, depending on whether you pick them up at the right time and address them with the right marketing activities.

Quick guide: Now try to put yourself in your customers' shoes as best you can and go through the four steps of the customer journey template. **1** Select your persona and briefly describe it, first identify the **2** different phases of your personas, **3** then the actions that the personas perform depending on the phase, **4** finally evaluate their emotions according to phase and action and finally **5** indicate which channels you intend to use to address the customers.

Persona

Choose your persona and describe it briefly.

1

Phases

Identify different stages in the customer journey of your persona. e.g. comparison, decision, enrolment and usage.

2

Actions

Determine which actions the persona will perform depending on the phase above.

3

Emotions

For each action given above, draw a „line of emotion“ to visualize the persona's feelings.



4

Channels

Specify here which channels the persona uses depending on the phase.

5