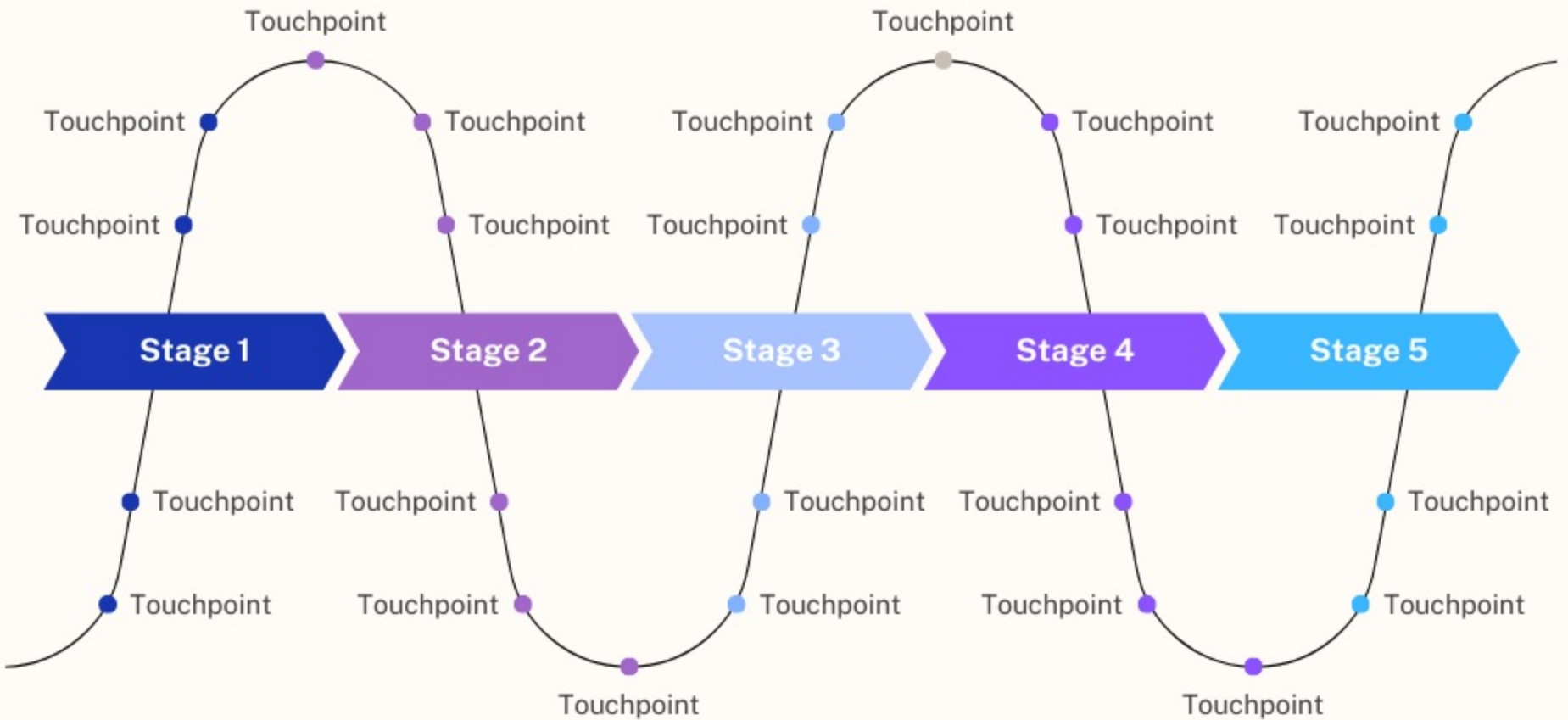


# Customer Journey Map







# Customer Journey Map

	Awareness	Consideration	Decision	Service	Loyalty
Customer Actions	Add an activity that your customer does for each phase				
Customer Actions	Add a touchpoint for each phase (example: website, email, social media, etc.)				
Customer Actions	<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: small; margin-right: 5px;">Positive</div> </div> <p>The graph shows a line connecting five emotion points across the phases:</p> <ul style="list-style-type: none"> <li><b>Awareness:</b> interested, hesitant (Yellow sad face emoji)</li> <li><b>Consideration:</b> curious, excited (Yellow happy face emoji)</li> <li><b>Decision:</b> excited (Yellow happy face emoji)</li> <li><b>Service:</b> frustrated (Red angry face emoji)</li> <li><b>Loyalty:</b> satisfied, happy (Yellow happy face with crown emoji)</li> </ul>				
Customer Actions	Add a pain point your customer has for each phase				
Customer Actions	Add a solution for each phase				

# CUSTOMER JOURNEY MAP

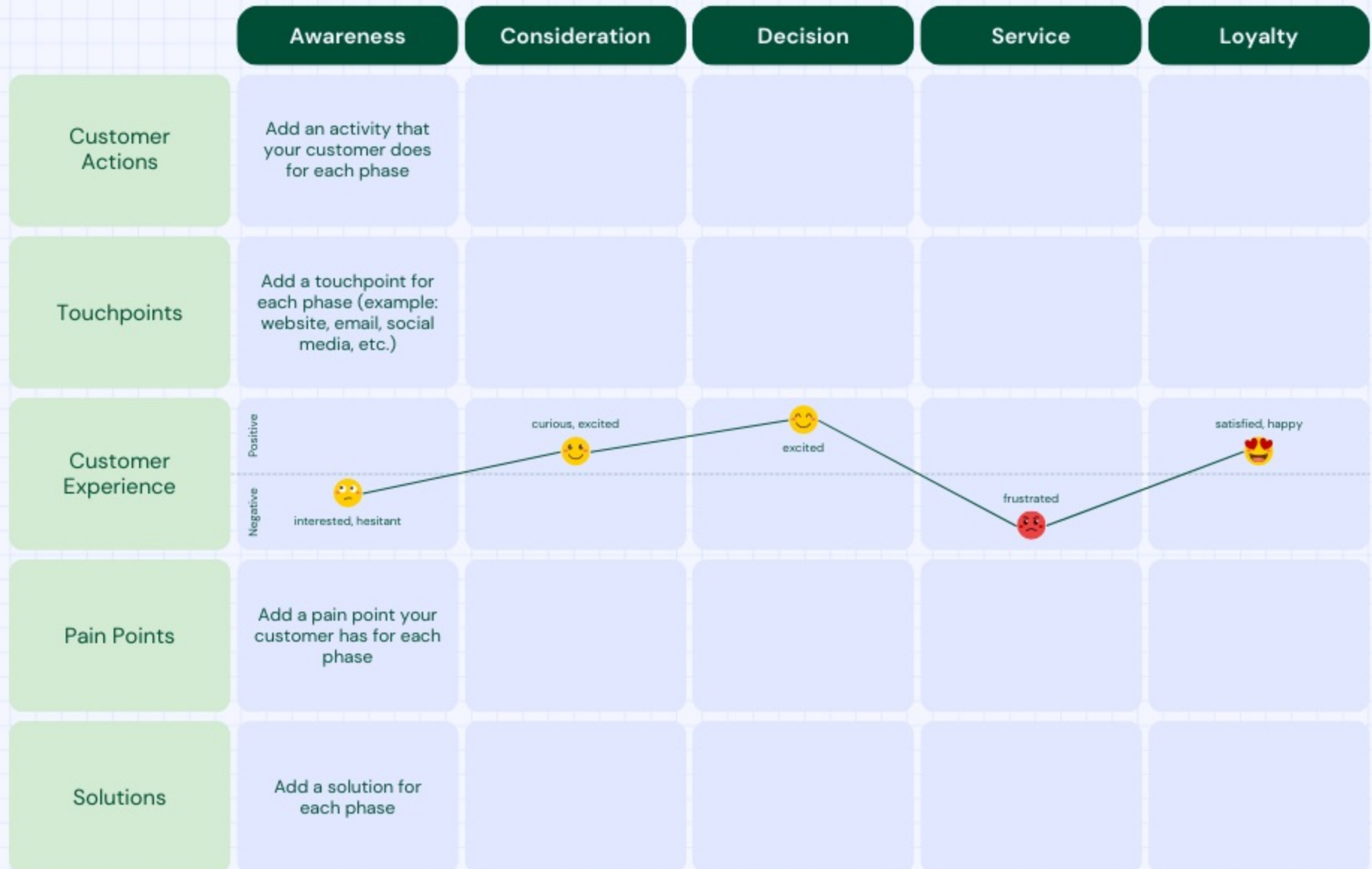
*date*

	Awareness	Consideration	Decision	Service	Loyalty
Touchpoint					
Customer Actions					
Pain Point					
Customer Experience					
Solution					

# Customer Journey Map

	Awareness	Consideration	Decision	Service	Loyalty
Customer Actions	Add an activity that your customer does for each phase				
Touchpoints	Add a touchpoint for each phase (example: website, email, social media, etc.)				
Customer Experience	<p>Positive</p> <p>Negative</p> <p>The Customer Experience row shows a line graph with five data points across the phases. The points are: Awareness (interested, hesitant - yellow sad face), Consideration (curious, excited - yellow happy face), Decision (excited - yellow happy face), Service (frustrated - red angry face), and Loyalty (satisfied, happy - yellow happy face with crown). A dashed horizontal line separates the positive (above) and negative (below) experience levels.</p>	curious, excited	excited	frustrated	satisfied, happy
Pain Points	Add a pain point your customer has for each phase				
Solutions	Add a solution for each phase				

# Customer Journey Map





# Customer Journey Map



