



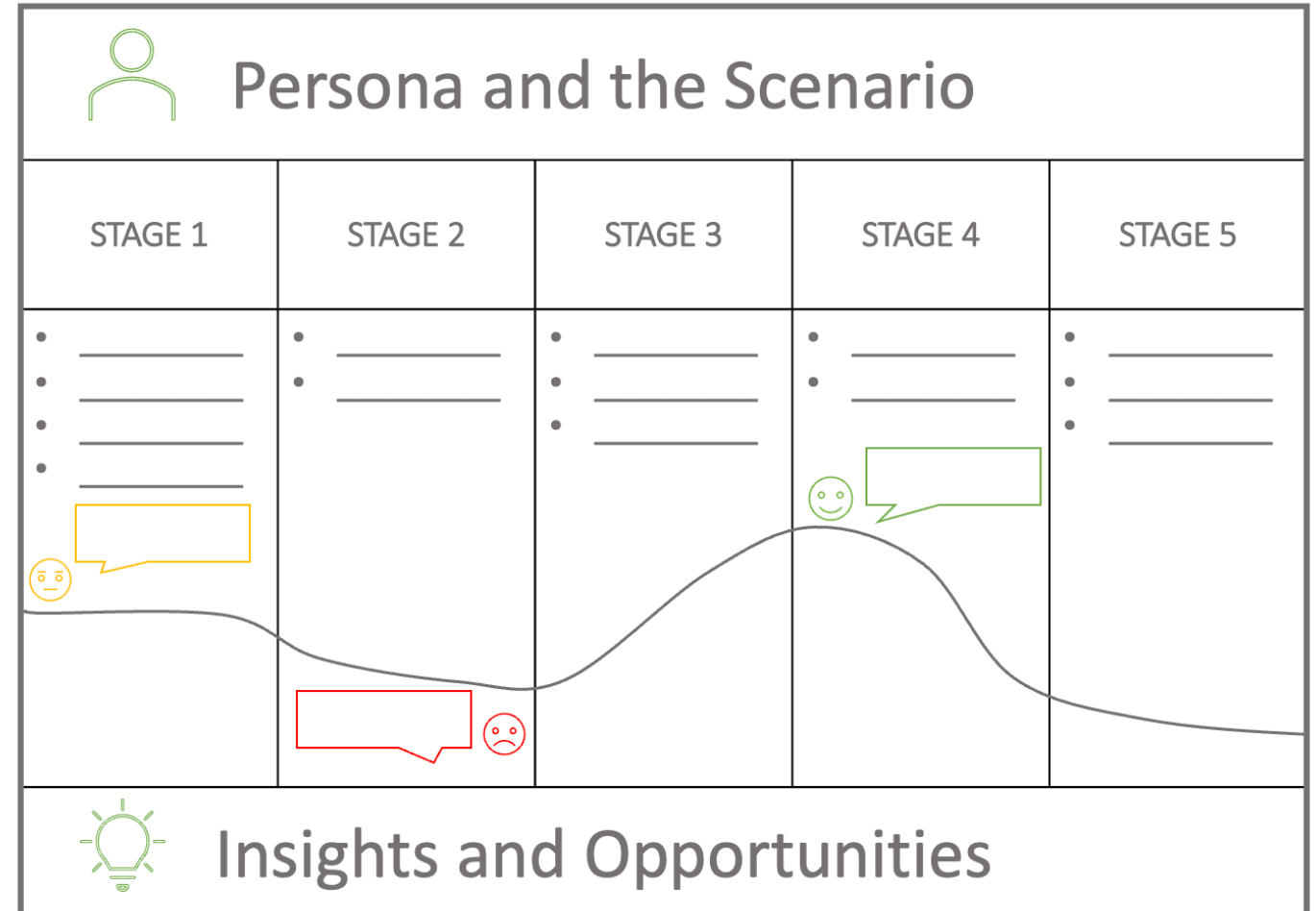



# Journey Mapping


Customer journey mapping is a process of visualizing and understanding the experiences of customers as they interact with a company or product across multiple touchpoints or stages..


The goal of customer journey mapping is to gain insights into the customer's needs, motivations, and pain points at each stage of their journey, and to use that information to improve the customer's overall experience


-  **Persona**  
Select a customer or a segment to explore.
-  **Stages**  
Summarize the customer's journey in high-level narrative
-  **Actions, Touchpoints, and Experience**  
Illustrate what the customer is doing, interacting with, and feeling.
-  **Insights**  
Summarize what was learned from journey mapping.



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