

Customer Journey Ideation Template

Customer Phases (i.e. what your customer will be doing at each phase of the buying cycle)		
Before	During	After

Stages of Customer Journey			
Before		During	After
Awareness	Research	Buying	Post-sale



Customer Journey – Digital (i.e. actions, desires or emotions your customer will experience)

Before		During	After
(e.g. thinking about their problem)	(e.g. finding your website online)	(e.g. putting item in online shopping cart)	(e.g. email marketing campaign)

Customer Journey – Print

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Customer Journey – Physical (e.g. brick and mortar locations)

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Potential Opportunities (What challenges can you identify where someone might drop off?)

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Idea #1

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Idea #2

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Idea #3

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