


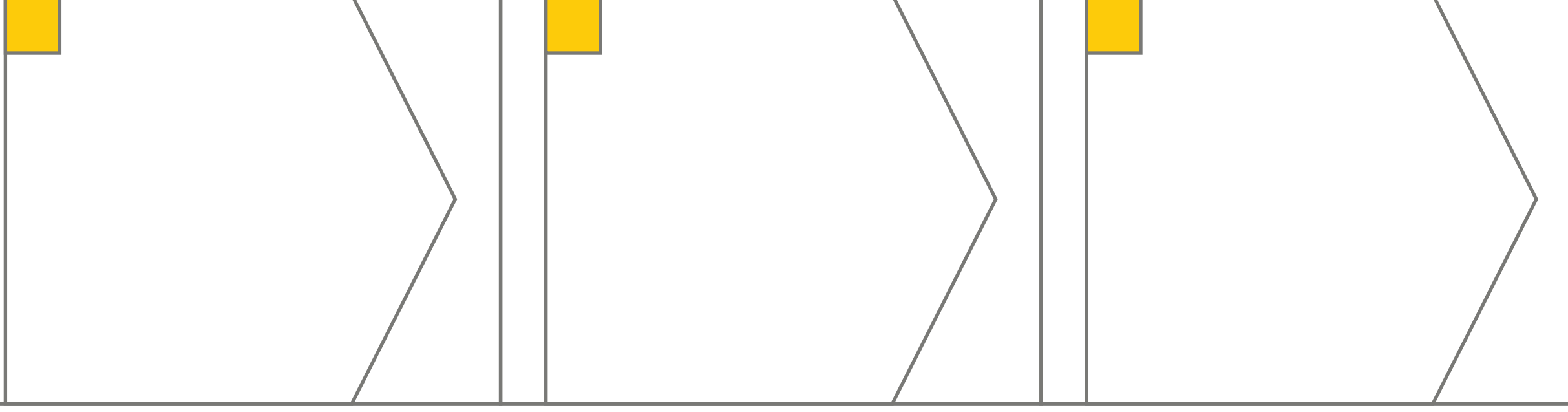
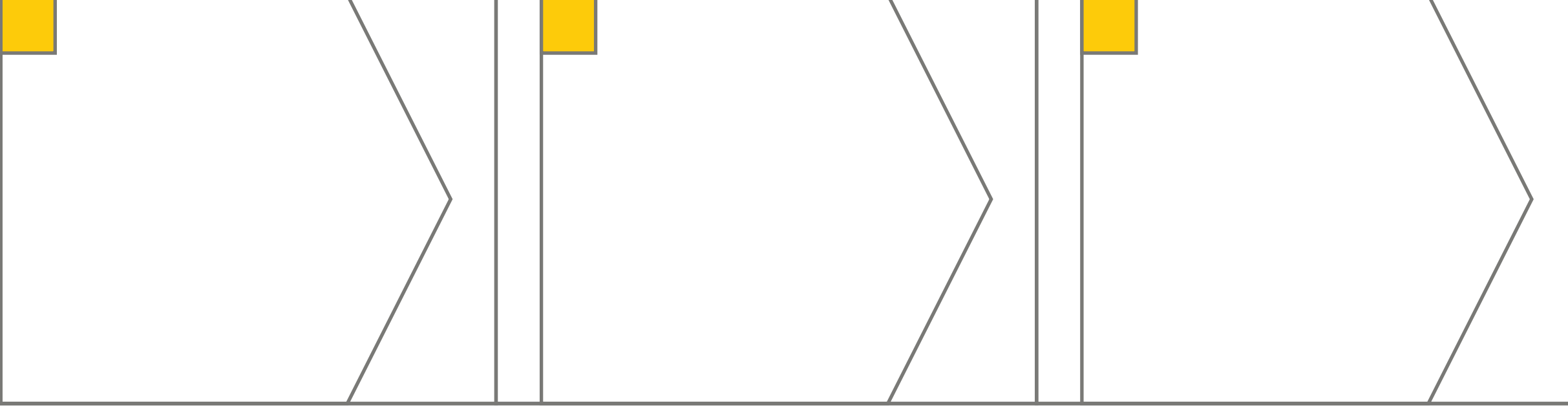
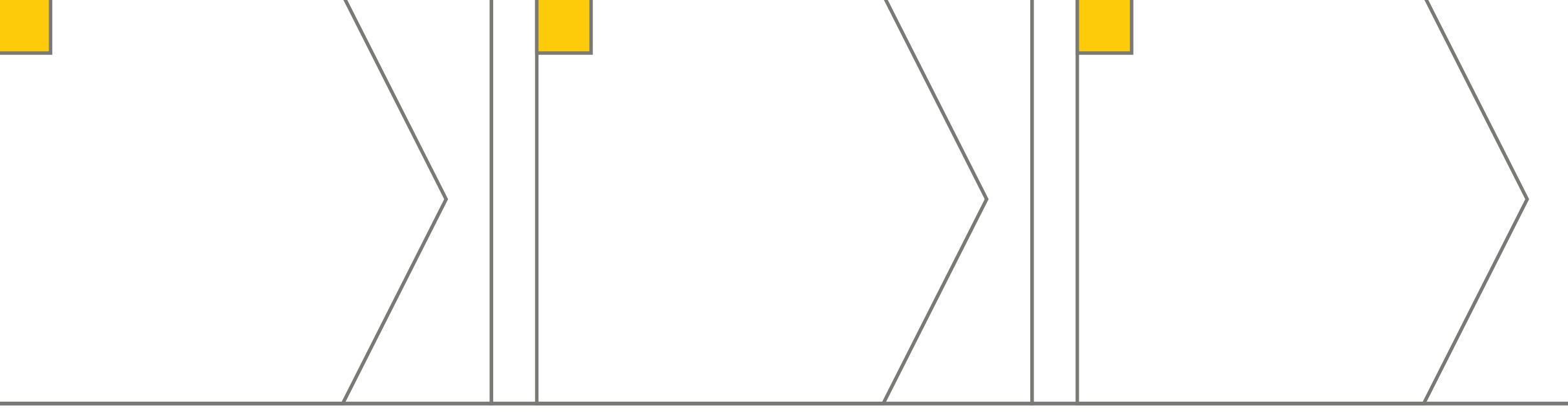





# CUSTOMER JOURNEY CANVAS

Persona:

Scenario:

Year:

	<b>Search Journey</b> <small>All customer journey steps related to awareness, research &amp; consideration</small> 	<b>Buy Journey</b> <small>All customer journey steps related to configuration, purchase &amp; fulfillment</small> 	<b>Use Journey</b> <small>All customer journey steps related to use/experience, service &amp; retention</small> 
<b>JOURNEY STEP</b>			
<b>GOALS</b>			
<b>ACTIONS</b>			
<b>TOUCH POINTS</b>			
<b>EMOTIONAL CURVE</b>	<div style="display: flex; align-items: center;">    </div>		
<b>POTENTIAL OPPORTUNITIES</b>			
<b>IDEAS &amp; SOLUTIONS</b>			



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