

# Customer Journey Map WorkSheet

	Awareness		Consideration			Retention		Advocacy
Stage	Awareness	Consideration	Sign-up	Onboarding	Adoption	Retention	Expansion	Advocacy
Goal								
Touchpoints								
Channels								
Pain Points/ Opportunities								
Emotions								

**How to Use This Template:**

1. **Fill in the Personas:** Identify your 3-5 key customer personas and add them to the top row.
2. **Work Through the Stages:** For each stage and persona combination, detail their goals, the touchpoints they encounter, the channels they use, any pain points or opportunities you identify, and the emotions they experience.
3. **Visualize:** Use the image of the timeline as a reference and update it as you fill in the table to see the customer journey evolve.
4. **Iterate:** Continually refine and update your map based on new data and insights.