

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

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.