

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.

Example:

Stage	Goal	Touchpoints	Channels	Pain Points/Opportunities	Emotions
Awareness	Learn about solution to problem	Blog post, social media ad, Google search result	Website, social media, search engine	Unclear value proposition, ad doesn't resonate	Curious, skeptical
Consideration	Evaluate product features and pricing	Website comparison, demo request, reviews	Website, email, phone, review platforms	Competitor offers better deal, free trial restrictions	Interested, hesitant
Purchase/ Sign-up	Choose plan, enter payment info	Pricing page, checkout process, onboarding email	Website, email	Confusing pricing, security concerns, long checkout process	Excited, anxious
Onboarding	Set up account, learn basic features	Welcome email, tutorial videos, knowledge base	Email, in-app messaging, website	Overwhelming interface, unclear instructions, lack of personalized help	Overwhelmed, hopeful

Adoption	Integrate product into workflow	Integration guides, webinars, customer support	Email, in-app messaging, Phone, website	Difficult integration, lack of training resources	Frustrated, accomplished
Retention	Continue using, find value	New feature announcements, usage reports	Email, in-app messaging	Lack of engagement, not seeing ROI	Satisfied, complacent
Expansion	Upgrade plan, purchase add-ons	Upsell emails, personalized recommendations	Email, in-app messaging	Unclear benefits of upgrading, price sensitivity	Interested, unsure
Advocacy	Recommend product to others	Referral program, social sharing	Email, social media	No incentive to refer, negative experience	Satisfied, enthusiastic