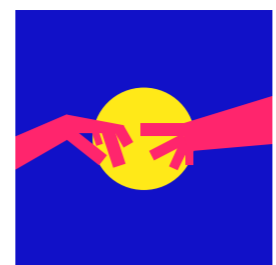
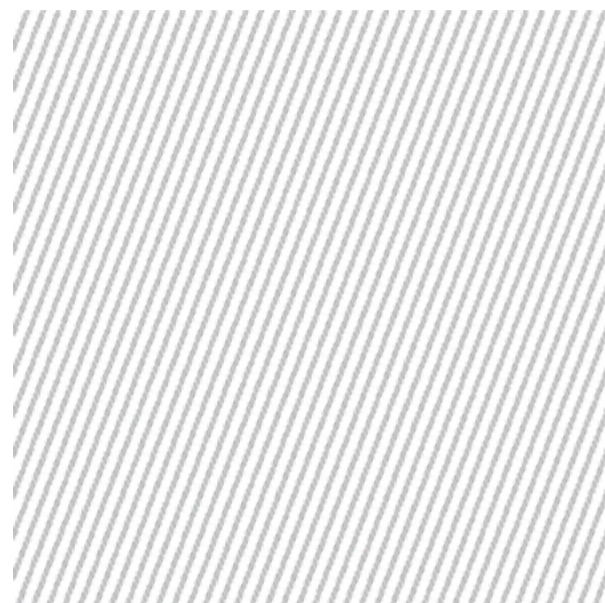


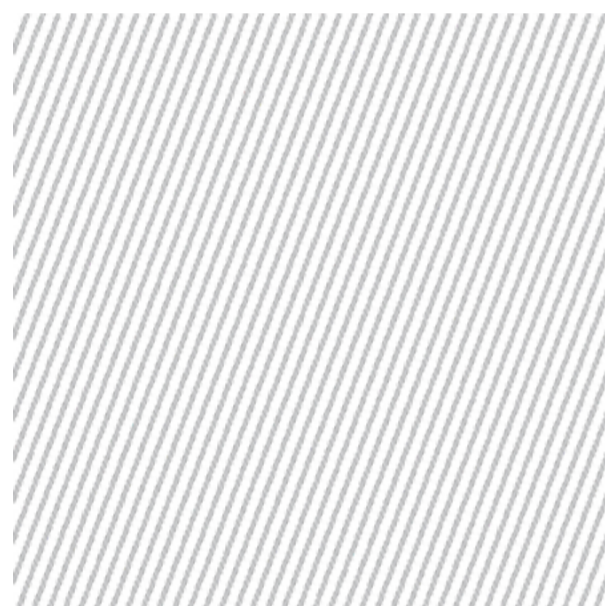
Customer journey mapping



1 Phases - Identify different phases in your customers journey



2 Actions - Define which actions your customer take during the phases above



3 Feelings - Draw a line of emotions with each action to visualise their feelings



4 Channels - Which channels does your customer use during the defined phases

