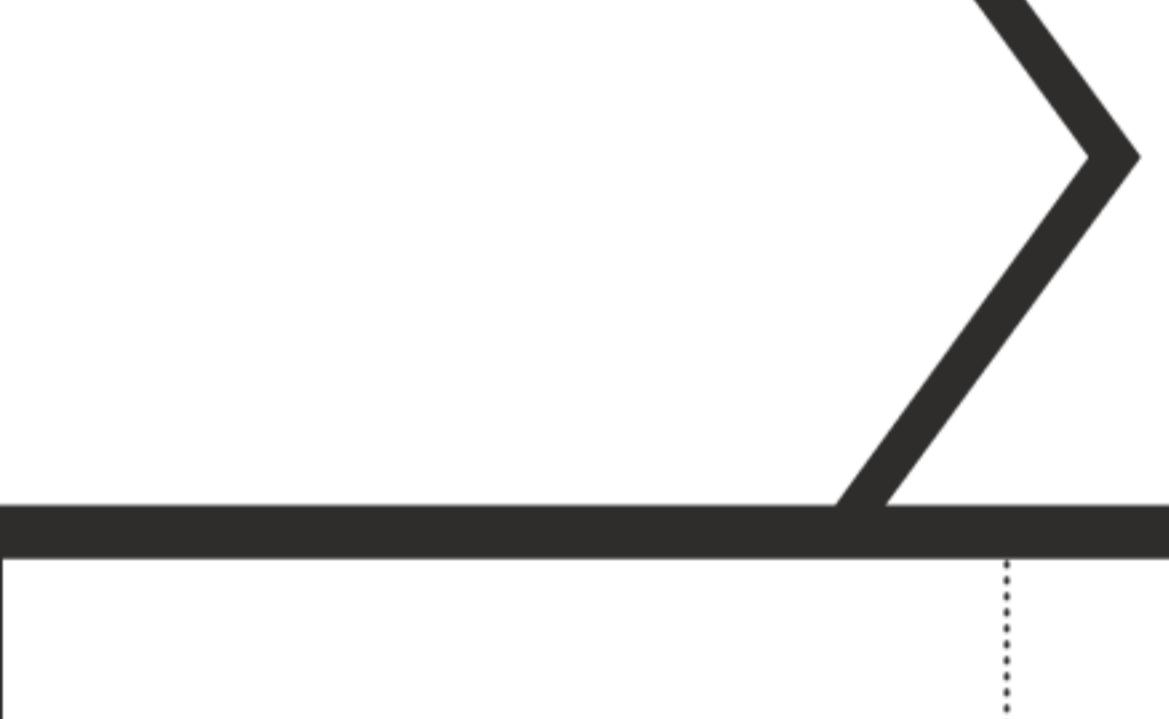


Customer Journey Map Canvas - Title:

Explain the scope of your journey mapping



Summary of Persona Canvas

 <h3>Customer context</h3> <p>Define the environment in which the persona operates.</p>														
<p>.....</p>														
 <h3>Customer emotional status and importance</h3> <p>Depict the emotions he/she feels during the journey stages.</p> <table> <tbody> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td>Excited</td> <td>Tender</td> <td>Scared</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td>Angry</td> <td>Sad</td> <td>Happy</td> </tr> </tbody> </table>				Excited	Tender	Scared				Angry	Sad	Happy		
Excited	Tender	Scared												
Angry	Sad	Happy												
<p><input checked="" type="checkbox"/> —</p> <p><input checked="" type="checkbox"/> —</p> <p><input type="checkbox"/> —</p> <h3>Customer activities</h3> <p>Describe what the persona is trying to get done. It would be the tasks he/she is trying to perform, the problem he/she is trying to solve or the need he/she is trying to satisfy.</p>														
<h2>JOURNEY STAGES</h2>														
 <h3>Touch points</h3> <p>List the contact points where users interact with a service.</p>														
<p>.....</p>														
<h3>Data</h3> <p>List the relevant information that can be used to improve the journey of the customer.</p>														
<h3>Opportunity Areas</h3> <p>Describe what you can improve in the journey for your persona.</p>	<p>Need</p> <hr/> <p>Barrier</p>													

Customer Journey Map Canvas

