**[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Customer+Journey+Map+word+11225&lpa=Customer+Journey+Map+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)CUSTOMER JOURNEY MAP**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Buyer Persona:** | **Scenario:** | **Goal(s):** |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **JOURNEY STAGE** | **PERSONA PAIN POINTS** | **PERSONA THOUGHTS** | **PERSONA ACTION** | **OPPORTUNITY** |
| **PRE-PURCHASE** |  |  |  |  |
| **Awareness** |  |  |  |  |
| **Education** |  |  |  |  |
| **Research** |  |  |  |  |
| **Evaluation** |  |  |  |  |
| **Decision** |  |  |  |  |
| **Purchase** |  |  |  |  |
| **POST-PURCHASE** |  |  |  |  |
| **Onboarding** |  |  |  |  |
| **Retention** |  |  |  |  |
| **Loyalty** |  |  |  |  |

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