**CUSTOMER JOURNEY WORKSHEET**

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| --- | --- |
| 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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