[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=12035&utm_source=template-word&utm_medium=content&utm_campaign=Customer+Journey+Worksheet-word-12035&lpa=Customer+Journey+Worksheet+word+12035)**CUSTOMER JOURNEY WORKSHEET**

|  |  |
| --- | --- |
| 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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