**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=9402&utm_source=template-word&utm_medium=content&utm_campaign=Customer+Journey+User+Story-word-9402&lpa=Customer+Journey+User+Story+word+9402)Customer Journey User Story Template**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | STAGE 1 - Awareness | STAGE 2 - Consideration | STAGE 3 - Decision | STAGE 4 - Purchase | STAGE 5 - Post-Purchase |
| **OBJECTIVES** Identify the primary goal or objective for the customer at this stage of their journey. What are they trying to achieve or accomplish? | Text  Text | Text  Text | Text | Text |  |
| **NEEDS AND FEELINGS** Describe the customer’s needs, desires, and emotional state at this stage. What are they looking for? How do they feel? | Text  Text | Text |  |  |  |
| **BARRIERS** Identify any obstacles or challenges the customer might face at this stage. What could prevent them from moving to the next stage? | Text | Text  Text | Text | Text  Text |  |
| **NOTES** Include any additional information or context that could be relevant to understanding the customer’s journey at this stage. This could include insights, observations, or specific comments from customers. | Text  Text | Text  Text |  | Text | Text |

EXAMPLE

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | STAGE 1 - Awareness | STAGE 2 - Consideration | STAGE 3 - Decision | STAGE 4 - Purchase | STAGE 5 - Post-Purchase |
| **OBJECTIVES** Identify the primary goal or objective for the customer at this stage of their journey. What are they trying to achieve or accomplish? | Understand the product/service offering. |  | Choose the best product/service option. |  |  |
| **NEEDS AND FEELINGS** Describe the customer’s needs, desires, and emotional state at this stage. What are they looking for? How do they feel? |  | Needs detailed information; feels curious and slightly skeptical.  Needs detailed information; feels curious and slightly skeptical. |  | Needs a smooth transaction process; feels excited but cautious. |  |
| **BARRIERS** Identify any obstacles or challenges the customer might face at this stage. What could prevent them from moving to the next stage? |  |  | Overwhelming number of choices. |  |  |
| **NOTES** Include any additional information or context that could be relevant to understanding the customer’s journey at this stage. This could include insights, observations, or specific comments from customers. |  | Customers often compare reviews on multiple websites. |  |  | Follow-up communication is crucial for customer satisfaction. |

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