**Customer Journey User Story Template**

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| --- | --- | --- | --- | --- | --- |
|  | 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?  |  TextText |  TextText |  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? |  TextText |  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 |  TextText |  Text |  TextText |   |
| **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. |  TextText |  TextText |   |  Text |  Text |

EXAMPLE

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|  | 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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