

Customer Journey Mapper

Map what it actually feels like to be your customer

Your customer does not experience your brand the way you think they do. This worksheet helps you map what it actually feels like to be them at each stage, so you can design a journey that builds trust rather than quietly undermining it.

The five stages

Work through each stage of the journey. Be honest about the gaps. A well-mapped journey is one of the most revealing things you can do for your business.

Awareness <i>Curiosity</i>	Consideration <i>Trust-building</i>	Purchase <i>Reassurance</i>	Service <i>Experience</i>	Loyalty <i>Appreciation</i>
What does your customer want at this stage?				
What are they feeling?				



What could frustrate them here?

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What can you do to make this moment better?

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Who owns this touchpoint?

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Touchpoints to review

The journey is not just what happens on your website. List the key moments where your customer interacts with your brand and note whether each one is doing its job.

Touchpoint	Feeling it creates	Does it need improving?
First impression (website / social / search)		
Enquiry response		
Proposal or quote		
Onboarding		
During the work		
Invoice / payment		
Follow up after delivery		
Referral or review request		



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Friction points to fix

Circle one friction point you are going to address this week. Small improvements compound quickly. Note it here so it does not get lost.

Friction point I spotted	Which stage?	What I will do to fix it

When was the last time you walked through your own journey as if you were a customer experiencing it for the first time?