Customer Journey Mapping Cheat Sheet

**What is Customer Journey Mapping?**This tool helps you see every step your customer takes with your product or service, from first hearing about it to after-sales support. It helps you spot where customers are happy, frustrated, or drop off—so you can improve their experience.

**How to use this sheet:**1. Identify the main stages of your customer’s journey.
2. For each stage, fill in the actions, customer feelings, pain points, and improvement ideas.

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| Stage | Customer Actions | Touchpoints (where?) | Feelings/Pain Points | Ideas to Improve |
| Awareness (hears about you) |  |  |  |  |
| Consideration (researches) |  |  |  |  |
| Purchase (buys product) |  |  |  |  |
| Onboarding (starts using) |  |  |  |  |
| Use (ongoing experience) |  |  |  |  |
| Support/Service (aftercare) |  |  |  |  |

Tip: For each stage, think about where customers get stuck or frustrated. What can you change to make their journey smoother?

Now create this into your own diagram so that you have a graphic demonstration to help make your presentation **pop** out.