

# THE CUSTOMER JOURNEY CANVAS

## Group Reflections: The Purpose of the Customer Journey

Pleasant feelings we want our customers to feel

1.  
2.

1.  
2.

1.  
2.

1.  
2.

1.  
2.

Key Stages of the Customer Journey

1.

2.

3.

4.

5.

Unpleasant feelings we want to minimise

1.  
2.

1.  
2.

1.  
2.

1.  
2.

1.  
2.

# THE CUSTOMER JOURNEY CANVAS

## MAKE THOSE FEELINGS HAPPEN

Pleasant Feeling 1

**Focus Stage:**  
-----

Pleasant Feeling 2

Empty rounded rectangular box

Empty rounded rectangular box

## ADD THE ICING

Focus Stage	Pleasant Feeling	Top Idea / Action	Icing Moment