

Customer Journey Mapping Template

A companion resource from Agile Meets AI, Appendix B

Persona: _____ | Goal: _____

| JOURNEY STAGE | AWARENESS | CONSIDERATION | DECISION | ONBOARDING | ONGOING USE |
|--|-----------|---------------|----------|------------|-------------|
| Customer Actions <i>What are they doing?</i> | | | | | |
| Touchpoints <i>Where do they interact?</i> | | | | | |
| Emotions <i>How do they feel?</i> | | | | | |
| Pain Points <i>What frustrates them?</i> | | | | | |
| Opportunities <i>How can we improve?</i> | | | | | |

Process:
1) Identify key personas
2) Map current journey stages
3) Identify pain points and opportunities
4) Design improved future state
5) Implement and measure impact. Update quarterly based on new insights.

From *Agile Meets AI: A Pragmatic Guide for Modern Teams* by Sheila Eckert
Download more resources at thesheilaverse.com/book-companion