

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
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