

Customer Journey Map - Structure / Skeleton

Step: _____	Step: _____	Step: _____	Step: _____
What is happening? _____ _____ _____	What is happening? _____ _____ _____	What is happening? _____ _____ _____	What is happening? _____ _____ _____
Emotional state: <div style="border: 1px solid black; height: 80px; width: 100%;"></div>	Emotional state: <div style="border: 1px solid black; height: 80px; width: 100%;"></div>	Emotional state: <div style="border: 1px solid black; height: 80px; width: 100%;"></div>	Emotional state: <div style="border: 1px solid black; height: 80px; width: 100%;"></div>
How could it be better? _____ _____ _____	How could it be better? _____ _____ _____	How could it be better? _____ _____ _____	How could it be better? _____ _____ _____