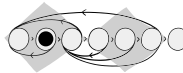


Project:
Team:
Version & Date:

CUSTOMER JOURNEY



Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1



Quick Guide: The Customer Journey aims to understand in detail what users/customers experience when interacting with companies, products or services. This establishes a common understanding within the team in order to realize a unique experience.

More tips & tricks for this template on book page: 103

Persona

Choose the persona and describe it briefly.



1

Scenario

Determine the scenario



2

Goals and expectations

What are the goals and expectations?



Typical Journey



Describe the Customer Journey.

Define the individual steps.

forwards

while

afterwards

Action

Define the individual actions.

.....

.....

.....

Thinking

Amend what the person says or thinks about it.

quotes

quotes

quotes

quotes

Emotions

Complete the emotion curve.



.....

.....

Opportunities

Define the improvement possibilities.

Area of responsibility

Determine the person responsible for action and processes

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