

Customer Journey Canvas

	Orientation	Consideration	Purchase	Usage	Loyalty and recommendation
Actions <i>What does the customer do?</i>					
Touchpoint <i>What part of the service do they interact with?</i>		<i>Think about offline and online</i>			
Customer thoughts <i>What is the customer thinking?</i>		<i>What is important in the consideration? For example: what it looks like, how expensive it is, how popular it is, how does it compare to other solutions?</i>		<i>Think of the comfort of use, the quality of the result, the pleasure of using it, etc.</i>	<i>Think about what happens if something breaks or doesn't meet the expectations.</i> <i>How is your customer triggered to come back or recommend you?</i>
Customer feeling <i>How does the customer feel?</i>					
Process ownership <i>Who is doing it? Who decides? Who influences?</i>					
Opportunities <i>What can you do to improve the customer experience?</i>					