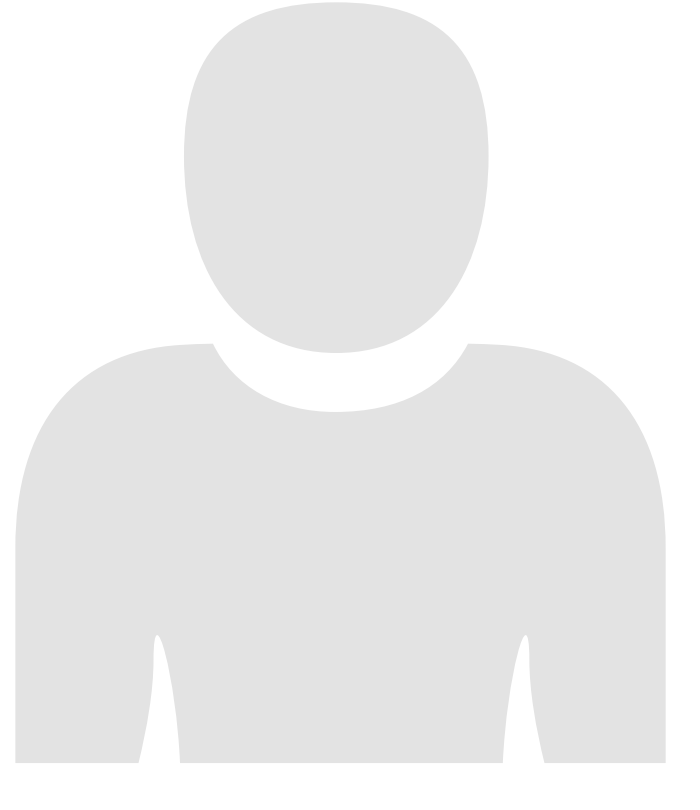


**EMOTIONAL STATUS OF PERSONA**



Name \_\_\_\_\_  
Profile \_\_\_\_\_  
Behaviour \_\_\_\_\_

<b>+</b>				<b>+</b>
•				•
•				•
•				•
•				•
•				•
•				•
•				•
<b>-</b>				<b>-</b>
Explain Emotions				

**CONTEXT**

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**WHAT IS THE PERSONA TRYING TO DO?**

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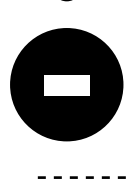


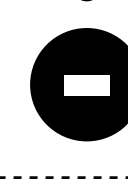
**JOURNEY STAGES**

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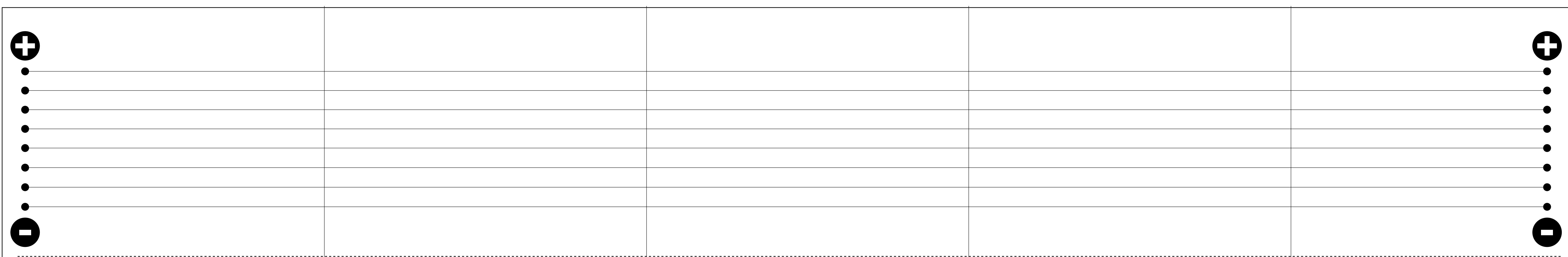
**TOUCHPOINTS**


**OPPORTUNITIES AREAS**

Customer's Needs			
Barriers			

  				  
<p>Explain Emotions</p>				<p>Explain Emotions</p>
<p>Customer's Needs</p>				<p>Customer's Needs</p>
<p>Barriers</p>				<p>Barriers</p>

# CUSTOMER JOURNEY MAPPING

					EMOTIONAL STATUS
					CONTEXT
					WHAT THE PERSONA IS TRYING TO ACHIEVE?
					JOURNEY STAGE
					TOUCHPOINTS
					OPPORTUNITY AREAS
				Customer's Needs	
				Barriers	