YOUR CUSTOMER'S JOURNEY

WHAT THIS IS

Your customer had a reason to start looking before they ever found you. This tool maps that journey from the moment something triggered their search to the moment their goal is achieved. Once you can see the full path you can identify where the experience breaks down and what your business can do to make it better.

You will have more than one customer type and each one will have more than one journey. Use this tool in your session to learn the process with one journey. Then come back and map as many as you need on your own. Every journey you map is a chance to find where your business can improve, grow, or stand out.

The solutions you identify here are not just ideas. They are candidates for your 90-Day Operating Plan and your marketing strategy. Hold onto them.

1. Step 1: Define their goal. What is this customer ultimately trying to achieve?
2. Step 2: Define their catalyst. What happened or shifted that started this journey?
3. Step 3: Map the steps they take from catalyst to goal.
4. Step 4: Identify the friction or challenges they face along the way.
5. Step 5: Propose solutions your business could offer to improve their experience at each friction point.

What is their catalyst:

It could be that they want to be entertained, something they own broke, they need to accomplish something they cannot do on their own, or something changed in their life that created a new need.

What is their initial goal:

It could be to buy a product, have a service completed, get information, solve a problem, or achieve something specific.

STEPS TO ACHIEVE GOAL	FRICTION OR CHALLENGES	SOLUTIONS YOU CAN OFFER

When you are done, look at the solutions column. Circle the ones that would have the biggest impact on revenue, retention, or customer experience. Those go into your 90-Day Operating Plan.