CUSTOMER JOURNEY MAP
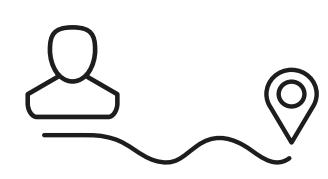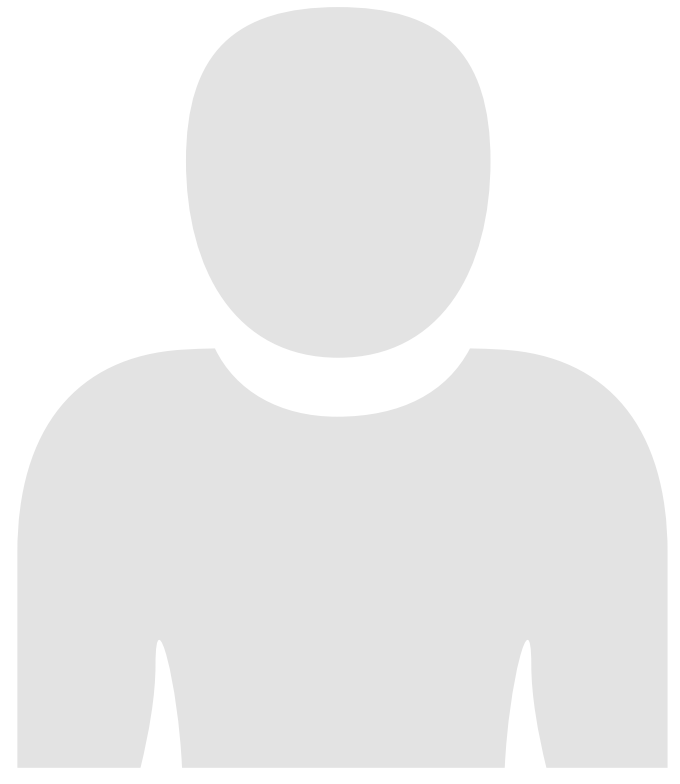
TEAM: _____
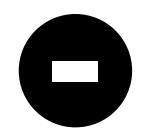
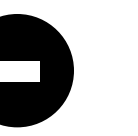## PERSONA
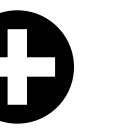
Name:

Scenario:

EMOTIONAL STATUS

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Explain
Emotions:

JOURNEY STEPS	
PERSONA GOALS What is the persona trying to achieve?	
TOUCHPOINTS What people, things or organizations does the persona come in contact with?	
ORGANIZATION ACTIONS What does the organization do at this step?	
BARRIERS What barriers get in the way of achieving persona's goals?	
ENABLERS What helps persona achieve goals?	
INSIGHTS & OPPORTUNITIES What insights or opportunities for improving the experience do you observe?	

*design*thinkersacademy