**CUSTOMER JOURNEY MAP**

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| **Buyer Persona:** | **Scenario:** | **Goal(s):** |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **JOURNEY STAGE** | **PERSONA PAIN POINTS** | **PERSONA THOUGHTS** | **PERSONA ACTION** | **OPPORTUNITY** |
| **PRE-PURCHASE** |  |  |  |  |
| **Awareness** |  |   |  |   |
| **Education** |   |   |  |   |
| **Research** |   |   |  |  |
| **Evaluation** |   |  |   |   |
| **Decision** |   |   |  |  |
| **Purchase** |   |   |  |   |
| **POST-PURCHASE** |  |  |  |  |
| **Onboarding** |   |   |   |   |
| **Retention** |   |   |  |   |
| **Loyalty** |   |   |  |   |

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