



Consumer Journey Map

Define your consumers' journey by writing a few sentences in each column about their emotions, actions, and how your company can respond to them.

	Step 1 AWARENESS	Step 2 CONSIDERATION	Step 3 COMPARISON	Step 4 CONVERSION	Step 5 ADVOCACY
Consumer Emotional State					
Consumer Action					
Company's Goal					
Marketing Touchpoints					
Opportunities to Improve the Experience					