

Initial Scoping – Customer Journey

This exercise will help you evaluate your customer's journey and how they interact with your brand or business. You can have more than one Target Audience.



1. Define Target Audience:

- Objectives
- Customer's Current pain points / opportunities you can identify?
- Opportunity for Repeat Clients?
- How are they motivated?
- What are their goals?
- What are their behaviours?



Product offering

- Which of your products / services are applicable?
- What is the Average transaction size?
- Projected No. of sales?





Customer Journey – In each of these sections complete how the customer will interact, with who and their behaviours

Stage	Source	Outputs / Notes / Requirements / Detail	
Awareness and Information	Google / Search		▲
	Word of mouth / Past customers		
	Referrals		▲
	Website		
			▲
			▲
Interest and Decision Making	Website		▲
	Phone Enquiry		
	Lead Nurture Campaigns		▲



Purchase Process

Sign up

Coarse Welcome

Regular Check in

Post Purchase
Review

Long Term
Relationship

Email

