CUSTOMER JOURNEY MAP



CUSTOMER AVATAR TEMPLATE

(I SUGGEST FOCUSING ON 1-3 CLIENT AVATARS)

NAME: _____ **HOW OLD ARE THEY?** _____

WHERE DID THEY GO TO COLLEGE?

WHERE DO THEY LIVE:

WHAT TYPE OF MORALS DO THEY HAVE?

WHERE DO THEY WORK:

WHAT IS THEIR ANNUAL NET HOUSEHOLD REVENUE?

WHERE DO THEY SHOP?

WHERE DO THEY WORK OUT?

WHAT DO THEY DO FOR FUN?

HOW DO THEY SPEND THEIR TIME?

WHAT ARE THEY PASSIONATE ABOUT?

WHAT DO THEY HATE?

WHAT KEEPS THEM UP AT NIGHT?

WHAT DO THEY WISH THEY HAD?

WHAT ELSE DO WE NEED TO KNOW ABOUT THEM?

CUSTOMER JOURNEY MAP

