





# CJM Template

<b>Persona highlights</b>			<b>Digital competency</b> 	 <b>Scenario for customer journey</b> <hr/> <hr/> <hr/> <hr/>	
Name :	_____	Personality :			_____
Age :	_____	Goals :			_____
Location :	_____	Behaviour :			_____
Profile:	_____				

**Stages**

Define the stages of your journey

**Actions**

Actions of the user across stages of his journey

**Touchpoints**

Map the touchpoints the user interacts with across his journey  
 (Mobile, web, IVR, call centre, store/branch, Google, word of mouth )

**Moment of truth**

Moment of truth & Emotions