

### Customer / Stakeholder

Who is the subject of your customer journey



### Customer Journey

The step-by-step story from a customer's perspective

### Job to be done

What is the customer's objective?



A

B



## Customer Journey Template 3.0

Illustrate, understand and tell the story of the customer's experience. Find out 'where the leak is' and why. Improve the frontstage experience and backstage / behind the scenes process.

Inspired by This is Service Design Thinking and Service Blueprint

This template is also available on Creatlr.com as download and online workshop. <https://www.creatlr.com/template/qWICvkq2hJKmjh8jPo8X27/customer-journey-template/>

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