

# Customer Journey

Full guide to customer journeys: [www.designwithvalue.com/customer-journeys](http://www.designwithvalue.com/customer-journeys)

Project title:

Customer goal:

	Awareness	Consideration	Conversion	Retention	Advocacy
	Step 1	Step 2	Step 3	Step 4	Step 5
Actions					
Thoughts					
Obstacles					
Opportunities					