

# DISCOVER

*your customer*



# Deep dive

Type your thoughts in the provided spaces, or print the file and work manually. Whichever way you feel more comfortable.

**-1 of 3-**

What's the biggest problem your customer or potential customer is facing right now in the field that you can help?

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How is this problem affecting them ...

Financially

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Emotionally

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Timewise

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# Deep dive

Type your thoughts in the provided spaces, or print the file and work manually. Whichever way you feel more comfortable.

**-2 of 3-**

What frustrates them daily, like tasks they hate to do, annoying clients, employees, circumstances...?

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What do they desire more than anything related to what you can help them achieve?

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# Deep dive

Type your thoughts in the provided spaces, or print the file and work manually. Whichever way you feel more comfortable.

**-3 of 3-**

What have they tried already to fix their problem, and why didn't it work?

What?

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Why?

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What?

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Why?

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What do they complain to their family & friends about? (e.g., don't know what to do, the market is noisy, not enough money, time, circumstances aren't fair?)

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# Customer Journey Mapping

1

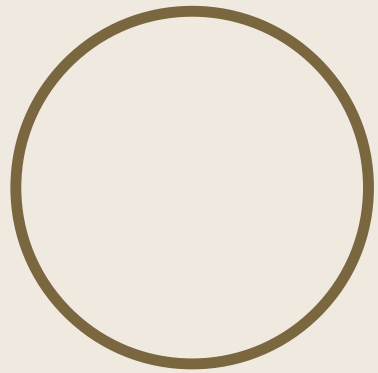
Decide on a target customer persona and the scope of the journey to be explored today. Give them a visual representation, name and description.

2

Use sticky notes to build a back story, including the customer's reasons for taking this particular journey.

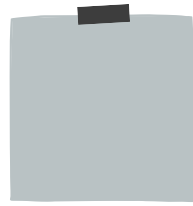
3

Ideally, 1 target = 1 journey map. Duplicate these pages to repeat the exercise for another target.

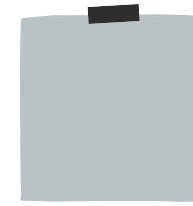


Target 1  
[Insert persona's name here]

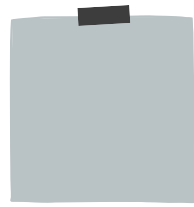
## Key Attribute



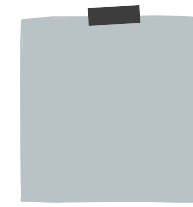
## Short Description



## Needs



## Challenges



## Opportunities

