CUSTOMER JOURNEY MAP

The Buyer Persona #1

Key Value 1	Key Value 2	Key Value 3	Key Value 4	Key Value 5
PROBLEM RECOGNITION	**INFORMATION SEARCH**	**EVALUATE ALTERNATIVES**	**PURCHASE DECISION**	**POST-PURCHASE EVALUATION**

OPPORTUNITY 1	OPPORTUNITY 2	OPPORTUNITY 3

CUSTOMER JOURNEY MAP

The Buyer Persona #2

Key Value 1	Key Value 2	Key Value 3	Key Value 4	Key Value 5
PROBLEM RECOGNITION	INFORMATION SEARCH	EVALUATE ALTERNATIVES	PURCHASE DECISION	POST-PURCHASE EVALUATION

OPPORTUNITY 1	OPPORTUNITY 2	OPPORTUNITY 3

CUSTOMER JOURNEY MAP

The Buyer Persona #3

Key Value 1	Key Value 2	Key Value 3	Key Value 4	Key Value 5
PROBLEM RECOGNITION	**INFORMATION SEARCH**	**EVALUATE ALTERNATIVES**	**PURCHASE DECISION**	**POST-PURCHASE EVALUATION**

OPPORTUNITY 1	OPPORTUNITY 2	OPPORTUNITY 3