









Customer Journey Canvas

 Vision <i>What's the purpose of this Customer Journey? What positive change can it bring?</i>		 Touchpoints and Winnable Moments <i>At what point in the Customer Lifecycle is this Customer Journey applicable? What touchpoints are involved? What are the winnable moments along the process?</i>	
 Target User Group <i>What are the target customers and users? What specific user (sub) group is being addressed by this Customer Journey? How is this user group different from other groups?</i>	 User Needs <i>What is the user trying to accomplish and why? What problems or risks does this Customer Journey relieve in the process? What benefits does this Customer Journey provide or enable for the user?</i>	 Customer Journey <i>What is the Customer Journey? What makes it better than the current process? Is it feasible to develop this Customer Journey?</i>	 Company Goals <i>How is this Customer Journey going to benefit the company? How does this Customer Journey fit in with the big picture strategy?</i>
 Metrics <i>How can we check if we are on the right track? How can we describe/demonstrate the value that is being generated?</i>		 Internal Stakeholders <i>Who are the internal stakeholders of this Customer Journey and what are their aspirations? What is the political landscape around these stakeholders? Are there potential reservations against this Customer Journey from certain stakeholders?</i>	