Customer Journey Map

Here is where this template begins
Even though Venus isn't the closest planet to the sun, it is still the hottest.

Saturn is a massive ball made mostly of hydrogen and helium.

Jupiter is by far the most massive planet in the Solar System.

Mars is a cold and icy desert world. It is half the size of Earth.
01 Jupiter
Jupiter is a gas giant and the biggest planet in the Solar System.

02 Neptune
Neptune is the farthest planet from the Sun and the fourth-largest.

03 Earth
Earth is the third planet from the Sun and the only one with life.

04 Mars
Despite being red, Mars is a cold place. It's full of iron oxide dust.

05 Mercury
Mercury is the closest planet to the Sun. It's a bit larger than the Moon.
**Mercury** is the smallest planet in the Solar System.

**Earth** is the third planet and is where we live on.

**Jupiter** is the biggest planet in the entire Solar System.

**Neptune** is the farthest planet from the Sun.

**Saturn** is a massive ball made mostly of hydrogen and helium.

**It's full of iron oxide dust, which gives the red color we can see.**

**Venus** has a beautiful name, but is terribly hot.

**It's full of iron oxide dust, which gives the red color we can see.**
Customer Journey Map

AWARENESS

CONSIDERATION

ACQUISITION

SERVICE

LOYALTY

Positive Touchpoints

Negative Touchpoints
# Customer Journey Map

<table>
<thead>
<tr>
<th>PROCESS</th>
<th>AWARENESS</th>
<th>ACQUISITION</th>
<th>SERVICE</th>
<th>LOYALTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOUCHPOINT</td>
<td>Neptune is the farthest planet from the Sun</td>
<td>Jupiter is a gas giant and the biggest</td>
<td>Mercury is the closest planet to the Sun</td>
<td>Earth is the third planet from the Sun</td>
</tr>
<tr>
<td>CUSTOMER THOUGHTS</td>
<td>Mars is a cold place. It's full of iron oxide dust</td>
<td>Pluto is an icy dwarf planet</td>
<td>The Moon is the fifth-largest satellite</td>
<td>It's just a little bigger than Earth's moon</td>
</tr>
<tr>
<td>OVERALL CUSTOMER EXPERIENCE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PAIN POINTS</td>
<td>Pluto is an icy dwarf planet</td>
<td>It has a thick atmosphere</td>
<td>Neptune is the farthest planet from the Sun</td>
<td>Neptune is the farthest planet from the Sun</td>
</tr>
<tr>
<td>IDEAS TO IMPROVE</td>
<td>Mercury is the closest planet to the Sun</td>
<td>It's just a little bigger than Earth's moon</td>
<td>Earth is the third planet from the Sun</td>
<td>Mars is a cold place. It's full of iron oxide dust</td>
</tr>
</tbody>
</table>
Customer Journey Map

**POSITIVE**

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Acquisition</th>
<th>Service</th>
<th>Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mercury is the smallest planet</td>
<td>Earth is the third planet and our home</td>
<td>Jupiter is the biggest planet of them all</td>
<td>Saturn is a gas giant and has rings</td>
<td>Despite being red, Mars is a cold place</td>
</tr>
<tr>
<td>The Moon is the fifth-largest satellite</td>
<td>Neptune is the farthest planet</td>
<td>Mars is full of iron oxide dust</td>
<td>Uranus is the second least dense planet</td>
<td>Earth is the third planet and our home</td>
</tr>
</tbody>
</table>

**NEGATIVE**

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Acquisition</th>
<th>Service</th>
<th>Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earth is the third planet from the Sun</td>
<td>Venus is the second planet from the Sun</td>
<td>Pluto is considered a dwarf planet</td>
<td>Mars is full of iron oxide dust</td>
<td>Jupiter is the biggest planet of them all</td>
</tr>
<tr>
<td>Mercury is the smallest planet</td>
<td>Neptune is the farthest planet</td>
<td>Jupiter is the biggest planet of them all</td>
<td>Saturn is a gas giant and has rings</td>
<td>It's composed of hydrogen and helium</td>
</tr>
</tbody>
</table>
Neptune is the farthest planet. It's the fourth-largest.

Mercury is the closest planet and the smallest one.

Saturn is composed mostly of hydrogen and helium.

Venus has a beautiful name and is the second from the Sun.

Jupiter is a gas giant and the biggest planet of them all.
Customer Journey Map

AWARENESS
Mercury is the closest planet and the smallest
Venus is the second planet from the Sun

CONSIDERATION
Neptune is the farthest planet from the Sun

ACQUISITION

SERVICE
Saturn's rings are particularly prominent

LOYALTY
Jupiter is a gas giant and the biggest
Customer Journey Map

<table>
<thead>
<tr>
<th>AWARENESS</th>
<th>CONSIDERATION</th>
<th>ACQUISITION</th>
<th>SERVICE</th>
<th>LOYALTY</th>
</tr>
</thead>
</table>

1. **Venus**
   - Venus has a beautiful name and is the second from the Sun

2. **Mercury**
   - Mercury is the closest planet and the smallest one

3. **Earth**
   - Earth is the third planet from the Sun and the only one with life

4. **Neptune**
   - Neptune is the farthest planet. It's the fourth-largest

5. **Uranus**
   - Uranus is the seventh planet from the Sun
Customer Journey Map

01
AWARENESS
Neptune is the farthest planet. It’s the fourth-largest

02
CONSIDERATION
Mercury is the closest planet and the smallest one

03
ACQUISITION
Jupiter is a gas giant and the biggest planet of them all

04
SERVICE
Saturn is composed mostly of hydrogen and helium

05
LOYALTY
Venus has a beautiful name and is the second from the Sun
Despite being red, Mars is actually a cold place
It has a beautiful name and is the second planet from the Sun
Uranus is the seventh planet from the Sun
Venus has a beautiful name and is the second from the Sun
Mercury is the closest planet and the smallest one
Venus has a beautiful name and is the second from the Sun
Despite being red, Mars is actually a cold place
Earth is the third planet and it harbors life
Neptune is the farthest planet. It’s the fourth-largest
Saturn is composed mostly of hydrogen and helium
Mercury is the closest planet and the smallest one
Neptune is the farthest planet. It’s the fourth-largest
Saturn is composed mostly of hydrogen and helium
The Moon is the fifth-largest satellite in the Solar System
Despite being red, Mars is actually a cold place
Mercury is the closest planet and the smallest one.

Saturn is composed mostly of hydrogen and helium.

Neptune is the farthest planet. It’s the fourth-largest.

Jupiter is a gas giant and the biggest planet of them all.

Venus has a beautiful name and is the second from the Sun.
Neptune is the farthest planet. It's the fourth-largest.

Mercury is the closest planet and the smallest one.

Jupiter is a gas giant and the biggest planet of them all.

Saturn is composed mostly of hydrogen and helium.

Venus has a beautiful name and is the second from the Sun.
Customer Journey Map

AWARENESS

Jupiter is a gas giant and the biggest planet in the Solar System

CONSIDERATION

Neptune is the farthest planet from the Sun and the fourth-largest

ACQUISITION

Uranus is mostly composed of various ices, like water

SERVICE

Mercury is the closest planet to the Sun and the smallest

LOYALTY

Despite being red, Mars is a cold place. It’s full of iron oxide dust
Customer Journey Map

**Awareness**
- **User Action**: Mercury is the closest to the Sun
- **User Action**: Pluto is considered a dwarf planet
- **User Action**: Saturn is a gas giant and the ringed one
- **User Action**: It's a gas giant and the biggest planet
- **User Action**: The Moon is the fifth-largest satellite

**Consideration**
- **Evolution**: Venus is the second planet from the Sun
- **Evolution**: Earth is the planet where we live on
- **Evolution**: Neptune is the farthest planet
- **Evolution**: It's the second planet from the Sun

**Purchase**
- **Pain Points**: Despite being red, Mars is a cold place
- **Pain Points**: Earth is the planet where we live on
- **Pain Points**: Uranus is mostly composed of ices

**Onboarding**
- **Possible Solution**: Despite being red, Mars is a cold place
- **Possible Solution**: Neptune is the farthest planet
- **Possible Solution**: It's the second planet from the Sun

**Advocacy**
Customer Journey Map

PHASE 1: Mercury is the closest planet to the Sun

PHASE 2: Pluto is now considered a dwarf planet

PHASE 3: Saturn is the ringed one. It is unique

PHASE 4: Jupiter is a gas giant and the biggest planet

PHASE 5: The Moon is the fifth-largest satellite
Customer Journey Map

01 Neptune
Neptune is the farthest planet. It’s the fourth-largest

02 Mercury
Mercury is the closest planet and the smallest one

03 Jupiter
Jupiter is a gas giant and the biggest planet of them all

04 Saturn
Saturn is composed mostly of hydrogen and helium

05 Venus
Venus has a beautiful name and is the second from the Sun
Customer Journey Map

**AWARENESS**
- Venus is terribly hot, even hotter than Mercury

**CONSIDERATION**
- Earth is the third planet from the Sun

**PURCHASE**
- Jupiter is the biggest planet of them all

**ONBOARDING**
- Neptune is the farthest planet from the Sun

**ADVOCACY**
- Despite being red, Mars is a cold place
Neptune is the farthest planet. It’s the fourth-largest.

Venus has a beautiful name and is the second from the Sun.

Saturn is composed mostly of hydrogen and helium.

Mercury is the closest planet and the smallest one.

Jupiter is a gas giant and the biggest planet in the Solar System.
Mercury is the closest planet and the smallest one.
Saturn is composed mostly of hydrogen and helium.
Jupiter is a gas giant and the biggest planet of them all.
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Venus has a beautiful name and is the second from the Sun.

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Saturn is composed mostly of hydrogen and helium.

Venus has a beautiful name and is the second from the Sun.
Customer Journey Map

- **AWARENESS**: Neptune is the farthest planet. It’s the fourth-largest.
- **INTEREST**: Mercury is the closest planet and the smallest one.
- **PURCHASE**: Jupiter is a gas giant and the biggest planet.
- **RETENTION**: Saturn is a gas giant and has several rings.
- **ADVOCACY**: Venus is the second planet from the Sun.
Neptune is the farthest planet. It’s the fourth-largest planet. Venus has a beautiful name and is the second from the Sun. Mercury is the closest planet and the smallest one. Saturn is composed mostly of hydrogen and helium. Jupiter is a gas giant and the biggest planet in the Solar System.
Customer Journey Map

01 NEPTUNE
Neptune is the farthest planet. It's the fourth-largest

02 VENUS
Venus is the second planet from the Sun in the Solar System

03 MERCURY
Mercury is the closest planet and the smallest one

04 SATURN
Saturn is composed mostly of hydrogen and helium

05 JUPITER
Jupiter is a gas giant and the biggest planet of them all
Neptune is the farthest planet. It’s the fourth-largest.

Mercury is the closest planet and the smallest one.

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Venus has a beautiful name and is the second from the Sun.
**Customer Journey Map**

01 **NEPTUNE**
Neptune is the farthest planet. It's the fourth-largest

02 **VENUS**
Venus has a beautiful name and is the second from the Sun

03 **MERCURY**
Mercury is the closest planet and the smallest one

04 **SATURN**
Saturn is composed mostly of hydrogen and helium

05 **JUPITER**
Jupiter is the biggest planet in the entire Solar System
Neptune is the farthest planet. It’s the fourth-largest.

Mercury is the closest planet and the smallest one.

Jupiter is a gas giant and the biggest planet of them all.

Saturn is composed mostly of hydrogen and helium.

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