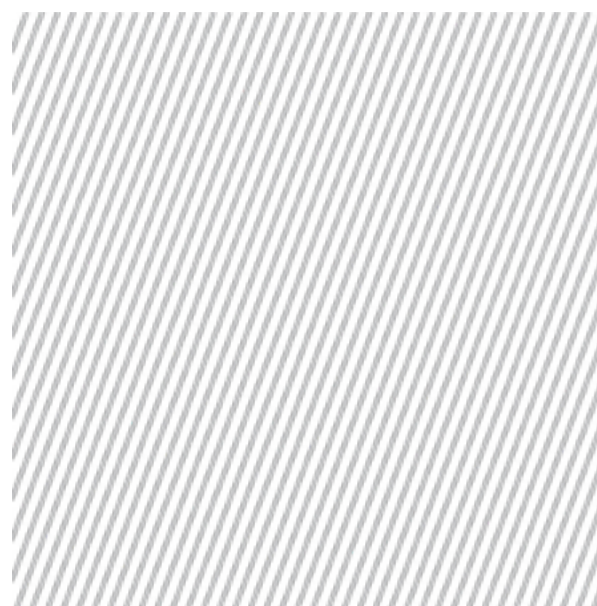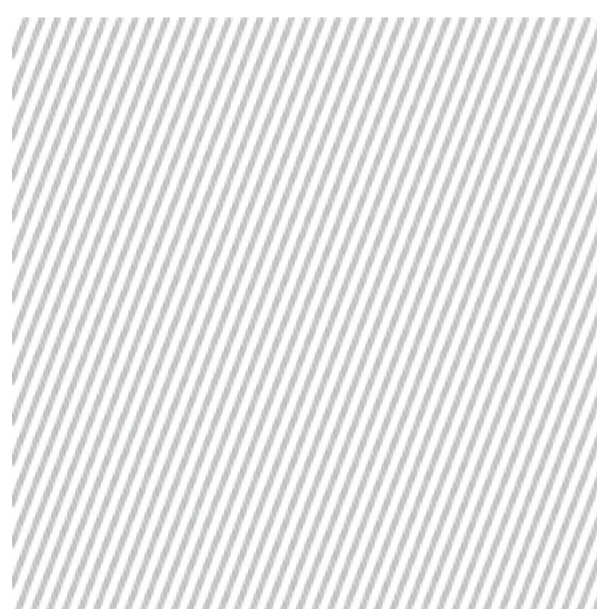# Customer journey mapping

1 | **Phases -** Identify different phases in your customers journey

2 | **Actions -** Define which actions your customer take during the phases above

3 | **Feelings -** Draw a line of emotions with each action to visualise their feelings

4 | **Channels -** Which channels does your customer use during the defined phases