

Customer Journey Worksheet

Map the path from first discovery to recommendation.

Use this worksheet for one typical customer and one offer. Write what happens now, not what you hope happens. You can improve the journey after you can see it clearly.

Start with one customer and one offer

Business or project: _____

Product or service: _____

Typical customer: _____

Main need or problem: _____

The five stages

A real journey may move backwards or repeat a stage. This simple order gives you a useful starting point.

1 Discover

The person first finds your business.

2 Consider

They compare choices and look for answers.

3 Buy

They decide and complete the purchase.

4 Stay

They use the offer and receive support.

5 Recommend

They return or share the experience.

Quick journey sketch

Write one short sentence for what currently happens at each stage.

Discover

Consider

Buy

Stay

Recommend

Map the early journey

Focus on how people find you and decide whether to trust you.

1 Discover

The customer becomes aware of a need and finds your business for the first time.

Where does the customer meet your business at this stage?

What question, need or worry might the customer have?

What could make this stage clearer or easier?

2 Consider

The customer learns, compares choices and looks for enough confidence to decide.

Where does the customer meet your business at this stage?

What question, need or worry might the customer have?

What could make this stage clearer or easier?

Map the customer relationship

Focus on the purchase, support and reasons to return or recommend.

3 Buy

The customer chooses your offer and completes the buying process.

What happens for the customer at this stage?

What could make this stage clearer or easier?

4 Stay

The customer uses the offer, receives help and decides whether to continue.

What happens for the customer at this stage?

What could make this stage clearer or easier?

5 Recommend

A positive experience encourages the customer to return or tell someone else.

What happens for the customer at this stage?

What could make this stage clearer or easier?

Choose one useful improvement

Do not repair everything at once. Start with the clearest problem.

Review the journey you mapped. Choose the stage where one small change could remove confusion, reduce effort or give the customer better support.

Priority stage

☐ Discover

☐ Consider

☐ Buy

☐ Stay

☐ Recommend

1. What is the problem?

Describe the confusing, difficult or missing part from the customer's point of view.

2. What small change will you make?

Choose one clear action you can complete without rebuilding the whole journey.

3. How will you know it helped?

Choose one sign you can observe, such as fewer questions, more completed purchases or better feedback.

Person responsible: _____

Complete by: _____

Review the result on: _____