Customer Journey Maps connect companies with their audiences by narrating the customer experience. It can give an overview of the entire process, show how customers act or identify key moments of interaction between the user and the organization. To create your own, think about your goal of teaching customers about your company.

**Customer journey process map**

Openness

Satisfaction

Assurance

Hope

Subscribe to paid service

Sign up for free service

See advertisement

Eager

Convinced

Interested

Tired

Client hesitation

Willingness, commitment

Price, availability

Fear, strength of competition

Attract

Interact

Engage

Convert

Objectives

Needs

Feelings

Barriers

Look for details on website

