

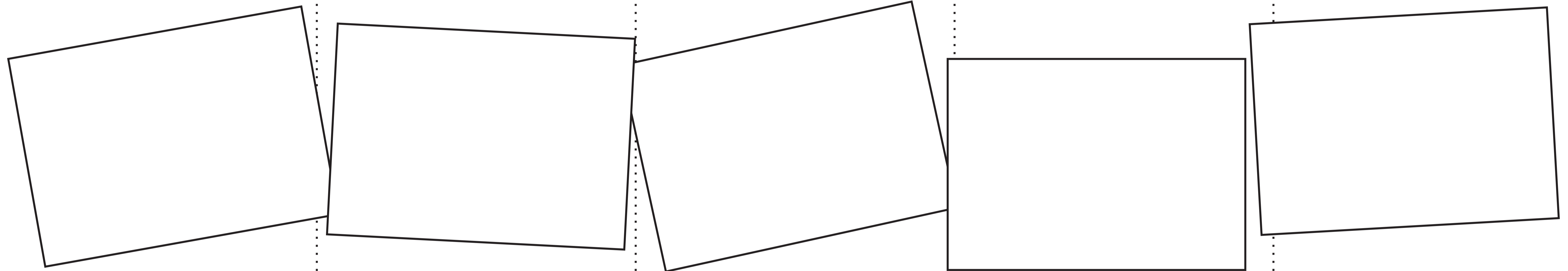
CUSTOMER JOURNEY CANVAS

CUSTOMER NEEDS

What are the customer's basic needs at this moment?

KEY MOMENT

What does the snapshot picture of this moment look like?



CUSTOMER SATISFACTION

How satisfied is the customer at this moment?

