

# CUSTOMER JOURNEY CANVAS

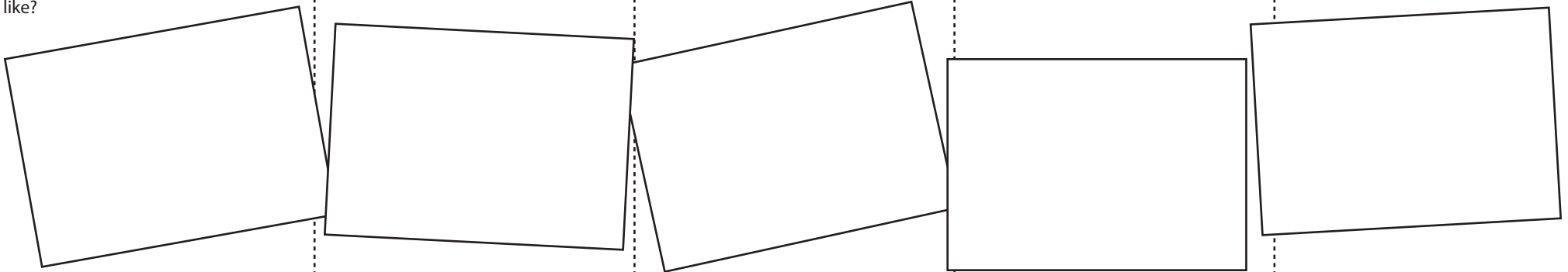


## CUSTOMER NEEDS

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?

