

Journey Mapping

Marketing

Charting the real path a customer takes, including the parts you do not control.

Building a journey map.

1

Define the persona and goal

One customer type pursuing one specific outcome.

2

List the stages

From trigger through to advocacy or churn.

3

Capture every touchpoint

Owned, earned, paid, and offline conversations.

4

Record what they think and feel

From research, not from assumption.

5

Mark the pain points

Where effort spikes or the journey breaks.

6

Prioritise the fixes

By frequency, severity and cost to change.

Most journeys break where departments meet: sales to onboarding, onboarding to support. Nobody owns the seam.