When does the experience start and end?

When to use it: After completing **Why will people use this thing?** as well as **What makes your brand appealing?** and **What do your customers want to achieve?**

The benefit: Great customer experiences leave nothing to chance. Understanding the complete end-to-end customer journey will open up new opportunities for you to improve your offering. It doesn't matter if customers don't perform stages in a fixed order, just get them down on the page – you may need more than one sheet!

You've got it right when: You cannot trace the experience back to an earlier beginning, or to a later end point. You have all the high-level stages identified and know the key principles at work for each of those stages. It's easy to miss things, so revisit this sheet as and when you discover something new.

AUTHOR: _____ **DATE:** _____ **PROJECT:** _____

Customer description
e.g. Holiday-maker – carry this over from the earlier worksheet about objectives

Scenario
Describe the customer's usage scenario
e.g. "Ben wants to go to America this summer"

Customer objectives
Carry over from the objectives worksheet

Business objectives
Carry over from the objectives worksheet

Stages of this customer's journey	What are the key experience principles at work? See icons below
e.g. Decide when to go on holiday	Effort, Stress, Control
Decide where to go	Objectives, Effort, Stress (too much choice), Sensory pleasure

Reflects customer's identity | Satisfies objectives | Meets expectations | Effortless | Stress-free | Sensory pleasure | Social pleasure | Customer in control | Considers the emotions

What next? Complete this worksheet for each of your customer profiles. Once you've got a handle on what your customer journeys look like, pick one of the stages and break it down into each step required to complete it. Use the worksheet **What does this stage involve?** to help you.

This worksheet accompanies the book The Ten Principles Behind Great Customer Experiences.
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