



Scratchpad — All your great ideas in one place

The Ten Principles Behind
Great Customer Experiences



When to use it: We use this sheet to consolidate all of the functional requirements, content requirements and “to dos” that emerge from filling out the other worksheets for a given stage of the customer journey. This gives you a single point of reference when it comes to designing the solution.

AUTHOR: _____

DATE: _____

PROJECT: _____

STAGE NAME: _____

IDEA: _____