

The customer journey

Follow one customer segment through the five steps. What do they need — and where do you meet them? Don't forget step 5.

THE SEGMENT WE'RE MAPPING

1 · Awareness

they find out you exist

2 · Consideration

they compare and think it over

3 · Decision

they make up their mind

4 · Experience

they buy and meet you

5 · Follow-up

they come back — and tell others

What does the customer need here?

information, feeling, proof

Physical channels

the market, the shop, the sign, the packaging, the conversation

Digital channels

Google, the website, Instagram, newsletter, text message

One thing I'll improve

Tip: circle the step where you lose the most customers today — that's where your next effort does the most good.

How to fill in the map

One sheet per segment — different segments travel differently. Work left to right and don't forget step 5.

The five steps

- 1 · Awareness — they find out you exist. Are you visible where the segment actually looks? Only a few percent are ready to buy right now — the rest are on their way.
- 2 · Consideration — they compare and think it over. Reviews, your story and your website do the work.
- 3 · Decision — they make up their mind. Make it easy: a clear price, simple ways to buy or book.
- 4 · Experience — they buy and meet you. Quality and how you treat them — this is where your reputation is built.
- 5 · Follow-up — they come back, or they don't. Give them a reason: a newsletter, a greeting, ask for a review. This step is the one most often forgotten — and it's where the regulars are.

Tip

Circle the step where you lose the most customers today. That's where your next effort does the most good — start your improvements there.

The rows

- What does the customer need here? — information (price, opening hours, where you are), feeling (trust, curiosity) or proof (reviews, a tasting).
- Physical channels — the market, the shop, the sign by the road, the packaging, the conversation across the counter.
- Digital channels — Google, the website, Instagram, the newsletter, text messages.
- One thing I'll improve — pick something small you can actually do this month.

How to work through it

- 1. Pick a segment (from the customer segments worksheet).
 - 2. Work through the steps from left to right.
 - 3. Fill in what the customer needs and where you meet them — physically and digitally.
 - 4. Circle the leak.
 - 5. Write one improvement per step, and start with the leak.
- Use AI if you like: the prompt tool on the web page walks through the journey with you, segment by segment.