

# CURRENT JOURNEY MAP ACTIVITY

Ask yourself the following questions as you create the current journey map:

- How are customers interacting with the product or service?
- What specific actions are they taking in sequential order?
- When does their journey end?

Make sure to:

- Include feelings and emotions at each step of the journey.
- Identify ALL channels that the customer comes in contact with along the current journey:
  - Online
  - Call center
  - Mobile
  - Retail

## CURRENT JOURNEY MAP

	Step #1	#2	#3	#4	#5	#6
WORKING WELL						
NOT WORKING WELL						