

Complex Customer Journey Map (Current State):									
Description:									
<div>Stages</div> <div>Factors</div>	Adapted from:		Stage One:	Stage Two:	Stage Three:	Stage Four:	Stage Five:	Stage Six:	Additional Notes
	(Models and Frameworks)								(Further Information)
<div>Triggers</div> <div>(e.g., Needs and wants, Personal goals)</div> <div>For Persona One:</div> <div>For Persona Two:</div>	What are included at each stage	Communication Channels (Owned, Paid and Earned Media)							
	Steps and Interactions/ touchpoints (Flowcharts/ timelines)	WOM (Earned) TV advertising (Paid) Company’s Website (Owned) Please provide more here							
	Purple-coloured: Persona One Orange-coloured: Persona Two								
	A Review of the Types of Touchpoints (Brand-owned/Partner-owned/Customer-owned/Social or external)								
<div>Map Key:</div>	Emotions/Sentiments of Persona One (Line Chart)								
	Emotions/Sentiments of Persona Two (Line Chart)								
	Details of PAIN POINTS with Relevant Data (Qualitative & Quantitative) & Images								
	Details of POINTS OF DELIGHT with Relevant Data (Qualitative & Quantitative) & Images								
Opportunities and Threats									