

Nom	
Age	
Vie à	-
Avec	+
Enfant	
JOB	
Education	-
	+
CV	
Passionné par	-
	+
Pain Point / Point de friction / Problème	-
	+
	-
	+

Commentaires :

John Doe



Rien ne vaut une belle paire de sneakers

Age: 28

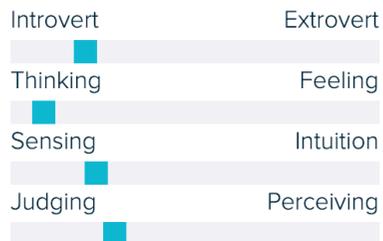
Work: première expérience en centre d'appel

Family: en couple libre

Location: Geneve

Character: Free

Personality



Sérieux

Ordonné

déterminé

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation

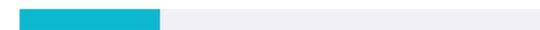
Incentive



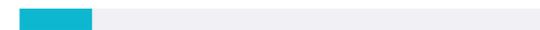
Fear



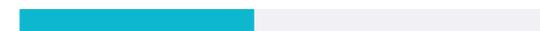
Growth



Power



Social



Brands & Influencers

ACT THINK IMPACT



Preferred Channels

Traditional Ads



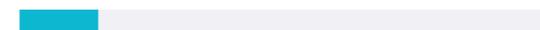
Online & Social Media



Referral

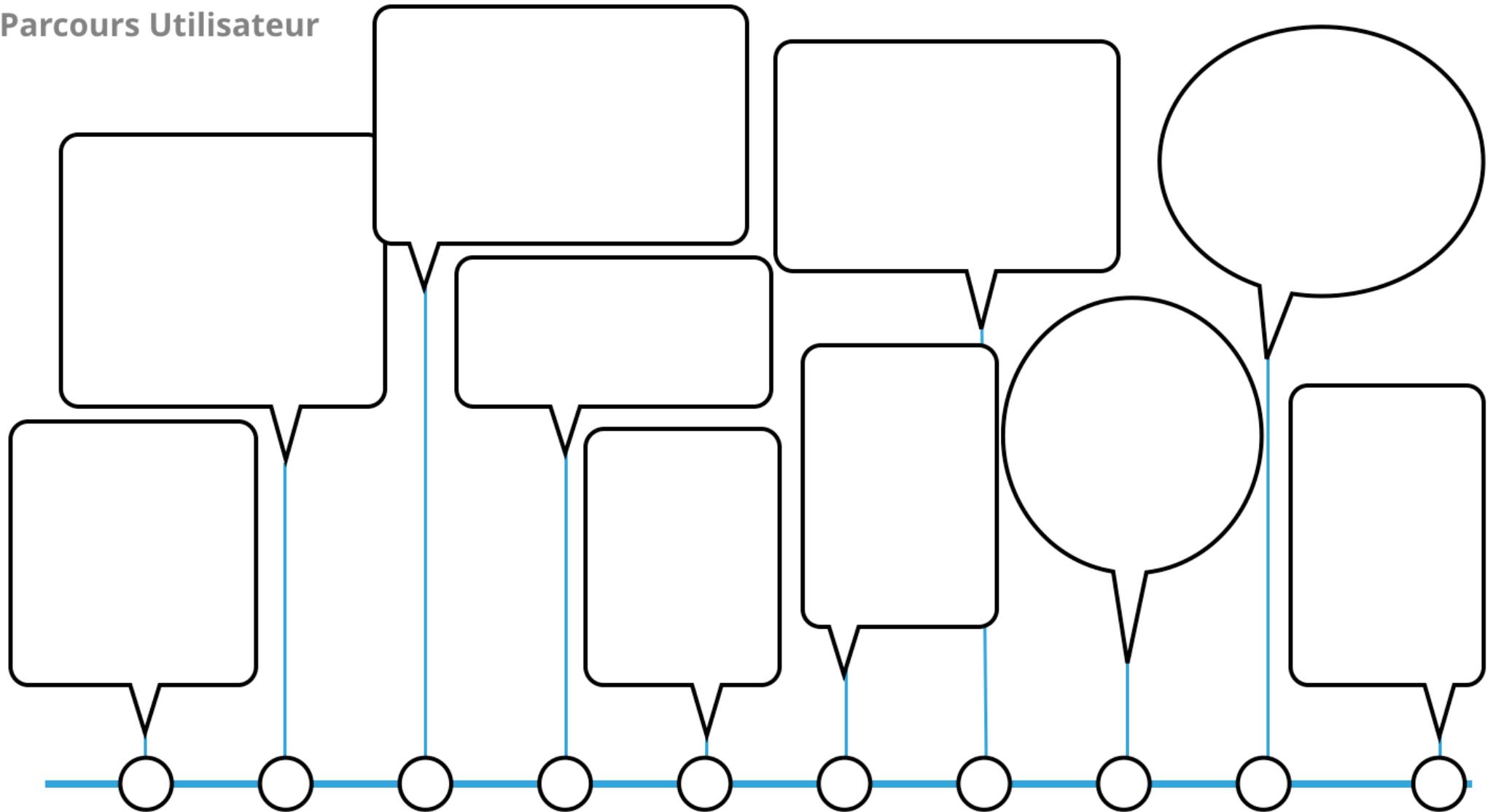


Guerrilla Efforts & PR



2/ Timeline à remplir

Parcours Utilisateur



Commentaires :

Customer Journey Map

Journey Map Title

Touchpoints	Title of touchpoint						
CHANNELS	Channels over which the touchpoint happens i.e. phone, email etc.						
CLIENT INTERACTION	How/why the client becomes involved regarding the touchpoint.						
COMPANY INTERACTION	How/why the company responds or initiates the client interaction during the touchpoint.						
THEY FEEL	What the client is feeling at this specific touchpoint i.e. confused, frustrated, surprised, excited etc.						
SHOULD FEEL	How the company wants the client to feel during this specific touchpoint.						
SOLUTIONS/ OPPORTUNITIES	What are possible solutions or opportunities that could improve the interaction and benefit the client during this specific touchpoint.						

3/e-marketing

Nouveau nom du produit / entreprise		
Positionnement		
Business Model		
Autres remarques ou commentaires		
Définition du marketing	Ancienne ou classique	Adaptation pour ce cas

4/ Communication digitale

Nom opération	Outils utilisés	Avantages Utilités	Date ou période	Budget HT

5/ Vente - e-commerce

Cible	Responsable	Outils utilisés	Argumentaire	Date ou période	Budget HT