

Environment

What is their environment?

Identity

How do they view themselves?

Aspirations

What do they aspire to?



Influences

Who/what influences them?

Pain Points

What pain points do they have?

Fears

What do they fear or avoid?

Awareness

They're actively seeking a solution like yours.

Consideration

They're considering among multiple options.

Decision

They're making a purchase decision.

Post-Purchase

Now they are a customer.



Mapping The Buyer Journey

Awareness

Needs

Consideration

Needs

Decision

Needs

Post-Purchase

Needs



List out the customer needs at each phase

Awareness

Fears & frustrations

Consideration

Fears & frustrations

Decision

Fears & frustrations

Post-Purchase

Fears & frustrations



List out the customer fears & frustrations at each phase

Awareness

Wants

Consideration

Wants

Decision

Wants

Post-Purchase

Wants



List out the customer wants at each phase