Environment

What is their environment?

Influences

Who/what influences them?

Identity

How do they view themselves?

Fears

What do they fear or avoid?

Aspirations

What do they aspire to?

Pain Points

What pain points do they have?

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

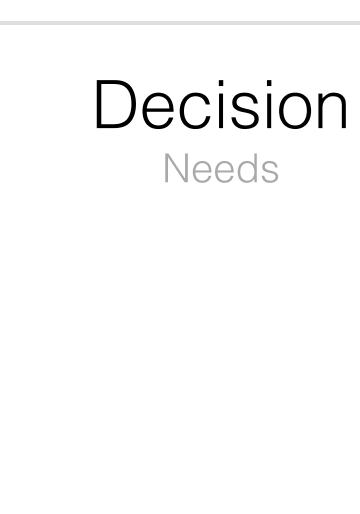
Now they are a customer.



Mapping The Buyer Journey

Awareness Needs

Consideration Needs



Post-Purchase

Needs



Awareness

Fears & frustrations

Consideration

Fears & frustrations

Decision

Fears & frustrations

Post-Purchase

Fears & frustrations



List out the customer fears & frustrations at each phase

Awareness Wants







Wants

