

# Your Customer Journey Planner

NEED

DECISION

AWARENESS

CUSTOMER  
JOURNEY

CONSIDERING

INTEREST

What do your customers need & what are their key challenges?

# Your Customer Journey Planner

A circular logo with the word 'Simply' in a cursive font and 'GREAT BRITAIN' in a sans-serif font below it.

How do you let them know you can solve or help?

What information does your customer need to help them understand what you can do for them?

What information do they need to help them make a decision?

# Your Customer Journey Planner

A circular logo with the word 'Simply' in a cursive font at the top, 'GREAT' in a sans-serif font in the middle, and 'BRITAIN' in a sans-serif font at the bottom.

How easy is it for your customers to make a decision to buy & act on it?

When they have bought from you, how can they tell people what they liked?

List where your potential customers are (in life, on digital & geographically)