

Customer Journey Mapping Checklist

- ☐ Define a clear objective (e.g., reduce drop-offs, improve onboarding, lower support effort)
- ☐ Define the journey scope (start/end point, channels included, and timeframe)
- ☐ Choose a specific persona (and the scenario you're mapping)
- ☐ Map every key touchpoint across channels (web, email, chat, phone, in-app, etc.)
- ☐ Collect real customer input (feedback, surveys, interviews) and behavioral data (analytics, funnels, ticket tags)
- ☐ Validate key assumptions with data (top drop-offs, top ticket drivers, recurring complaints)
- ☐ Document customer emotions and expectations at each stage
- ☐ Identify friction points and their likely root causes
- ☐ Assign a KPI to each stage (conversion, activation, CSAT, FCR, retention, etc.)