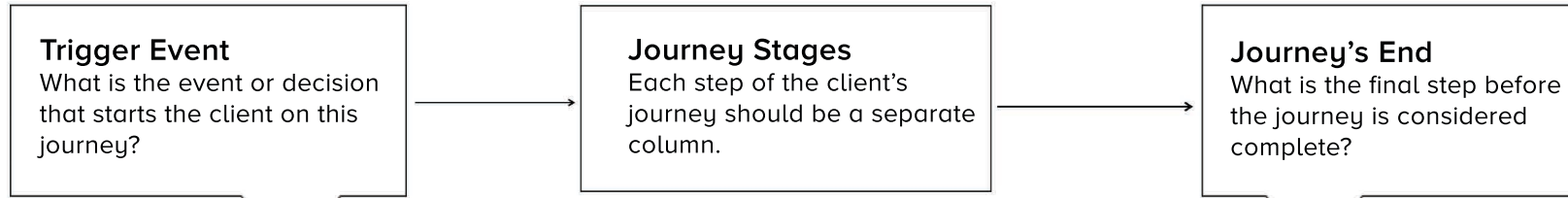



Client Journey Map



STAGES					
DOING					Doing What is the client doing at each stage? What actions do they take?
THINKING					Thinking What is the client thinking about at each stage? What is their biggest worry?
FEELING					Feeling What is the client feeling at each stage? Is it an emotional high or low?
WAYS TO IMPROVE					Opportunities Is there a pain point in the journey? How might you fix it?

Client Journey Map

STAGES					
DOING					
THINKING					
FEELING					
WAYS TO IMPROVE					