	Awareness	Consideration	Decision	Retention	Loyalty
Feelings How you want the customer to feel at each step of their journey.					
Expectations Recognize the assumptions and needs customers have at each step. What will they expect? What criteria will they use to compare your brand to your competitors?					
Actions What a customer does during that step of their journey.					
Touchpoints Where your brand has opportunities to engage with the customer.					
Ownership Who on your team is responsible for the customer's experience during each step.					

Strengths	Weaknesses			
Things your company does well.	Things your company lacks.			
Reasons your customers love your products.	Areas where your competitors excel.			
Tangible differentiators, such as proprietary solutions.	Internal issues that result in a poor customer experience, such as staffing shortages.			
Opportunities	Threats			
	Thing outside your control, but that can negatively impact your business.			
Untapped customer demographics or emerging markets. Positive media coverage.	Thing outside your control, but that can negatively impact your business. Industry regulatory changes.			
Positive media coverage.	Thing outside your control, but that can negatively impact your business.Industry regulatory changes.New competitors.			
	Industry regulatory changes.			
Positive media coverage.	Industry regulatory changes.			
Positive media coverage.	Industry regulatory changes.			
Positive media coverage.	Industry regulatory changes.			
Positive media coverage.	Industry regulatory changes.			
Positive media coverage.	Industry regulatory changes.			
Positive media coverage.	Industry regulatory changes.			
Positive media coverage.	Industry regulatory changes.			