

	Awareness	Consideration	Decision	Retention	Loyalty
Feelings <i>How you want the customer to feel at each step of their journey.</i>					
Expectations <i>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?</i>					
Actions <i>What a customer does during that step of their journey.</i>					
Touchpoints <i>Where your brand has opportunities to engage with the customer.</i>					
Ownership <i>Who on your team is responsible for the customer's experience during each step.</i>					

