

# Customer Journey Mapping Deliverable Outline

Date: [Insert Date]

To: [Client's Name]

From: [Your Name]

Subject: Customer Journey Mapping Deliverable Outline

## 1. Introduction

Overview of the project and its objectives.

## 2. Project Scope

- Define the target audience
- Identify key touchpoints
- Gather user insights
- Map customer journey stages

## 3. Deliverables

1. Executive Summary
2. Customer Personas
3. Touchpoint Analysis
4. Journey Map Illustration
5. Recommendations & Next Steps

## 4. Timeline

[Insert Timeline for Each Deliverable]

## 5. Conclusion

Summarize the importance of the customer journey mapping process and its potential impact.

## 6. Contact Information

If you have any questions, please feel free to reach out at [Your Contact Information].

Thank you for the opportunity to work together.