

Participant Workbook

Digital Roadmap

Let's establish what you need and create a plan that will help you get there.

Business Overview

Our vision

Our values

Our target audience

Our mission

Our products & services



Name

Age

Location

Goals

Pain Points

Description

Communication Preferences

Transformation

Hesitations

Influencers

Project Resources Customer Journey

Customer

	AWARENESS	CONSIDERATION	DECISION	LOYALTY
TOUCHPOINTS				
ACTIONS				
EMOTIONS				
OPPORTUNITIES		

Project Resources **Site Map**

PRIMARY PAGES

SECONDARY PAGES

ENTRY POINT

GOAL

ENTRY POINT

GOAL

Next Steps

WHAT	WHAT DO YOU NEED?	WHEN