

GROWTH + EXPERIENCE

Customer Journey Audit

*A simple way to find where attention,
trust and conversion break down.*

Follow the customer, not the channel.

Growth problems are often experience problems in disguise. Trace the customer from first awareness through decision, purchase and return instead of optimizing isolated marketing touchpoints.

01 **ATTENTION**

Where do people first encounter the business and what promise do they receive?

02 **TRUST**

What evidence helps them believe the promise - photography, reviews, clarity, proof, experience, speed?

03 **ACTION**

How many steps, doubts or dead ends sit between interest and the desired action?

Questions worth answering.

- 01 Where do most customers first find you?

- 02 What is the next action you want them to take?

- 03 What question stops people before buying?

- 04 Where does the online experience differ from the real business?

- 05 What would make a customer come back or refer someone?

NEXT STEP

Use the journey to identify one high-friction moment worth redesigning before adding more traffic to the same experience.