



# Customer Vision Board

A customer vision board is a visual way to understand your customers.



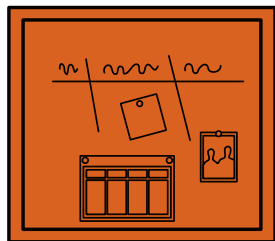
With better understanding, you can create better customer experiences.



Here's a guide on how to create your own.



# Step 1



Find something to use as a board. A piece of cork, a bulletin board, a wall of your office or our print out below.

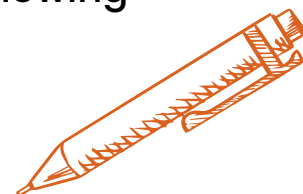
# Step 2

Gather magazines, brochures, websites, Pinterest – anything you rip out or print off. Have a pair of scissors, some pushpins or tape and a marker to hand.

# Step 3



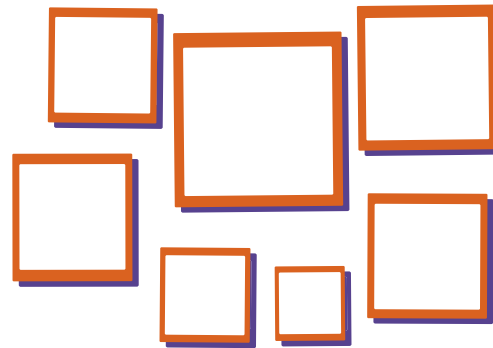
Now here's the magic bit. Start by using a piece of paper to answer the following questions....



- 1 What does your customer value?
- 2 How do you want them to feel?
- 3 Where do your customers' values align with your business values?
- 4 How you align your process to help them feel amazing?

## Step 4

Try and find images and words that correspond with your vision. Of how you want customers to feel, what you want them to say after they buy/use your product or service. If you fancy using a template – print out ours below!

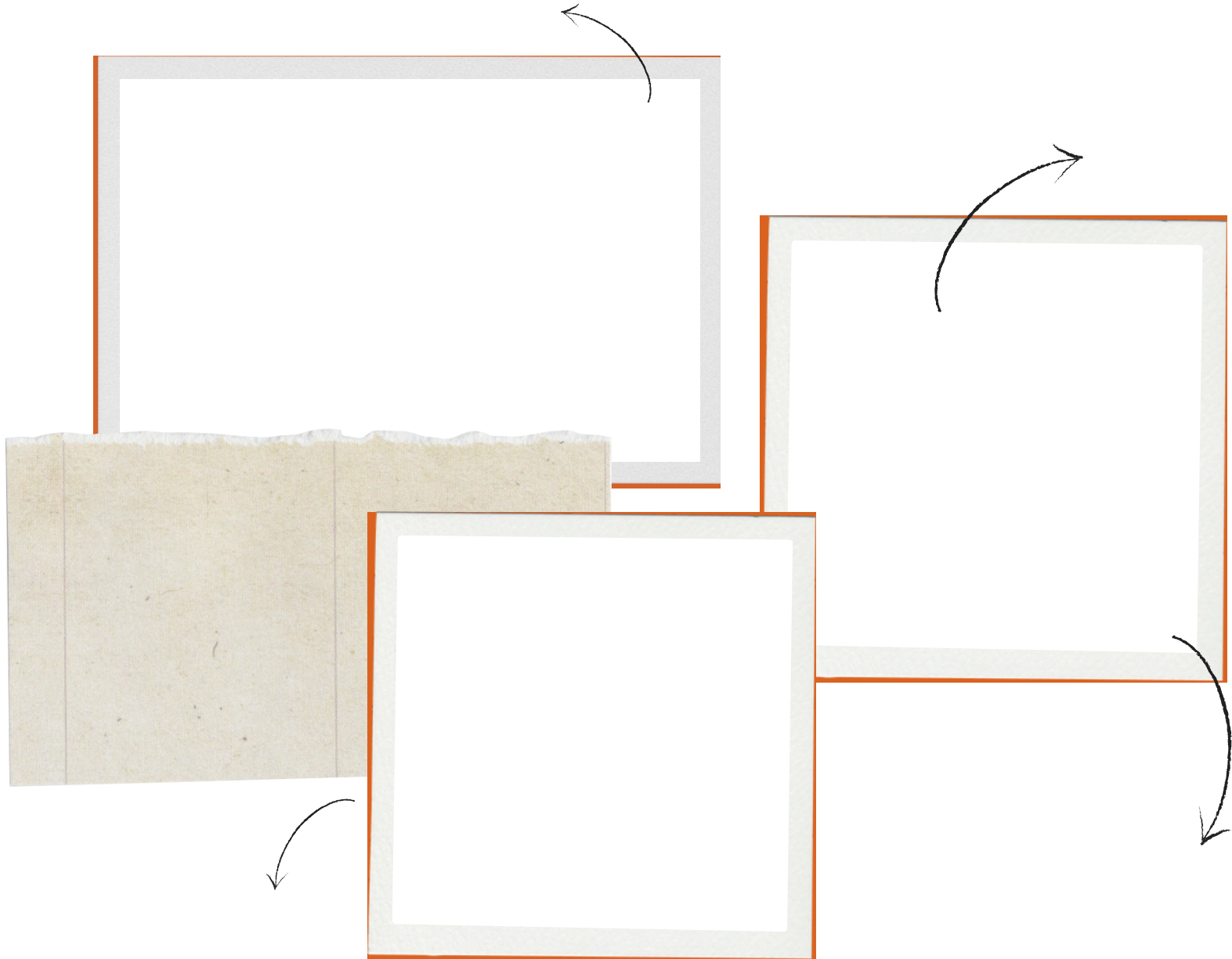


## Step 5

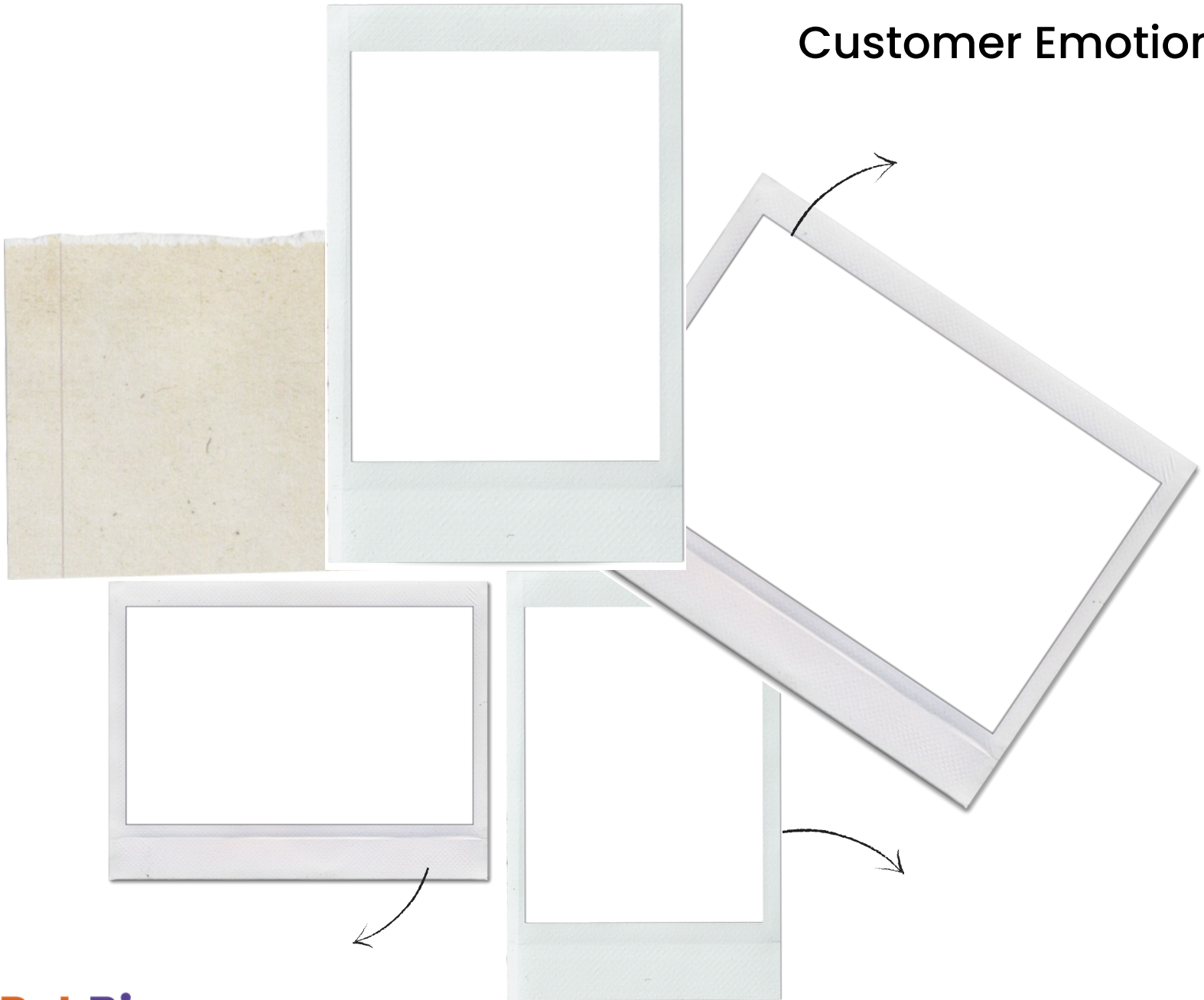
Put them on the board in a way that makes sense to you, and place the board somewhere visible. Keep it fluid.

Change your mind? Find a better image? Change it! It's entirely your creation. As your clients change and evolve, so too can the board and your business!

# Customer Values



# Customer Emotions



# Customer Alignment

