Customer Journey Mapping Workbook

Table 1: Feature Comparison

Use the table below to compare the features of different products or services. Evaluate each feature based on importance and performance.

Feature	Product A	Product B	Product C	Importance (1-5)	Notes
Reliability					
Performance					
Ease of Use					
Scalability					
Security					
Cost					

Table 2: Competitor Analysis

Analyze your competitors using the following table. Identify their strengths, weaknesses, opportunities, and threats (SWOT).

Competitor	Strengths	Weaknesses	Opportunities	Threats
Competitor A				
Competitor B				
Competitor C				

Table 3: Market Research Data

Record your market research data in the table below. Include key metrics and observations.

Metric	Value	Source	Date	Notes
Market Size				
Growth Rate				
Customer Demographics				
Customer Preferences				

Table 4: Project Timeline

Outline your project timeline using the table below. Include tasks, start dates, end dates, and responsible parties.

Task	Start Date	End Date	Responsible Party	Status
Task 1				
Task 2				
Task 3				

Table 5: Budget Allocation

Allocate your budget across different categories in the table below. Track actual expenses versus budgeted amounts.

Category	Budgeted Amount	Actual Expenses	Variance	Notes
Marketing				
Sales				
Operations				

This workbook provides templates for feature comparison, competitor analysis, market research, project timelines and budget allocation. Use these tables to structure your data and facilitate better decision-making.