



# Customer Journey Innovation Ideas



For more sheets and how-to-use, check [www.bikkelhart.com/klantreisinnovatie](http://www.bikkelhart.com/klantreisinnovatie)

Idea title:

Corresponding touchpoint

Applied innovation method

Give a short description of your idea

Business Goal impact

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Make a sketch/drawing of your idea (or use the back of the sheet :-))

What it solves

How much effort is involved

Experience Driver impact



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