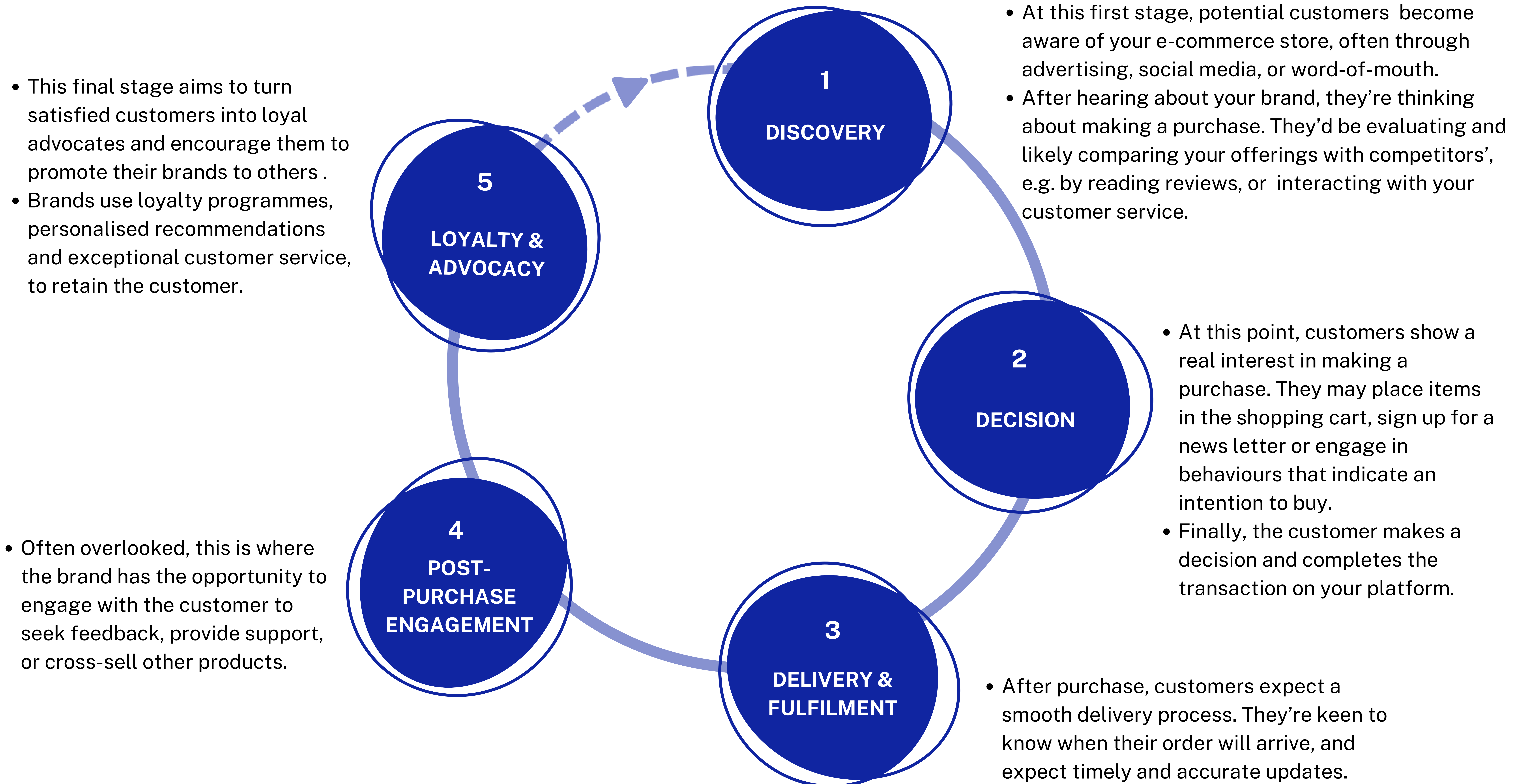


# What Happens At Each Customer Journey Stage?



# Customer Journey Map

**Customer Persona:**

Who are our customers? What is their demographics, preferences, behaviours, and goals? (e.g. Young professionals, aged 25-35, who value quality over price.)

DISCOVERY	DECISION	DELIVERY & FULFILMENT	POST-PURCHASE ENGAGEMENT	LOYALTY & ADVOCACY
<p><b>Touchpoints:</b> Where do our potential customer first learn about our products/ services? (e.g. online ads, social media, etc)</p>	<p><b>Touchpoints:</b> Potential places may be product reviews, comparison websites, or our e-commerce site's product pages.</p>	<p><b>Touchpoints:</b> How do we reach out to customers (e.g. email notifications, tracking apps, customer service, etc)?</p>	<p><b>Touchpoints:</b> How do our customer engage with our brand at this stage? (e.g. emails, feedback forms, online reviews)?</p>	<p><b>Touchpoints:</b> These could be loyalty programme emails, referral requests, or special offers for returning customers.</p>
<p><b>Customer Actions:</b> What actions might our customer take to find out more about us (e.g. searching for a product or clicking on an ad, etc)?</p>	<p><b>Customer Actions:</b> What actions might our customer take before deciding on our products/ services (e.g. comparing products, reading reviews, etc)?</p>	<p><b>Customer Actions:</b> What steps might customer undertake to receive their purchase (e.g. tracking the shipment or contacting customer service)?</p>	<p><b>Customer Actions:</b> What actions might the customers take, e.g. (writing a product review or contacting customer support, etc)?</p>	<p><b>Customer Actions:</b> What actions might our customer take to buy from us again (e.g. redeeming a loyalty voucher, referring a friend, etc)?</p>
<p><b>Emotions:</b> Use the emoticons to indicate the typical emotional responses during this stage. E.g. curiosity or excitement.</p>	<p><b>Emotions:</b> Indicate feelings such as confidence or uncertainty.</p>	<p><b>Emotions:</b> Use the emoticons to represent feelings like anticipation or impatience.</p>	<p><b>Emotions:</b> Use the emoticons to indicate feeling of satisfaction, disappointment, or indifference.</p>	<p><b>Emotions:</b> Showcase feelings of appreciation, loyalty, or neglect.</p>
<p><b>Pain Points:</b> What potential obstacles or frustrations might the customer encounter (e.g. not finding clear product information, etc)?</p>	<p><b>Pain Points:</b> What difficulties might the customer face (e.g. could be unclear pricing, out-of-stock items, etc)?</p>	<p><b>Pain Points:</b> What frustrations/ challenges might they encounter (e.g. delays, damaged goods, etc)?</p>	<p><b>Pain Points:</b> What frustrations might the customer encounter in our engagement with them (e.g. receiving too many promotional emails, etc)?</p>	<p><b>Pain Points:</b> What might be the potential challenges preventing them from engaging with us continually (e.g. unattractive loyalty points system, etc)?</p>
<p><b>Solutions:</b> What solutions will address the pain points (e.g. enhancing product descriptions, improving site search functionality, etc)?</p>	<p><b>Solutions:</b> What remedies can we offer (e.g. implementing a back-in-stock notification, clearer pricing details, etc)?</p>	<p><b>Solutions:</b> What solutions will address the pain points (e.g. improving delivery partnerships, offering better packaging)?</p>	<p><b>Solutions:</b> What solutions can we offer to reduce their frustrations (e.g. giving customers control over email frequency, offering targeted promotions, etc)?</p>	<p><b>Solutions:</b> How can we mitigate the challenges for the customer (e.g. streamlining the loyalty process, offering clearer instructions, etc)?</p>