

## **User Journey Map - SkillCraft**

This is a sample user journey map for a typical e-commerce customer:

1. Awareness: User discovers the product through ads or search.
2. Consideration: User browses products and compares options.
3. Purchase: User adds items to cart and completes checkout.
4. Retention: User receives follow-up and loyalty rewards.
5. Advocacy: User recommends the product to others.

This journey map helps identify pain points and optimize user experience.