

Project Design Phase-II

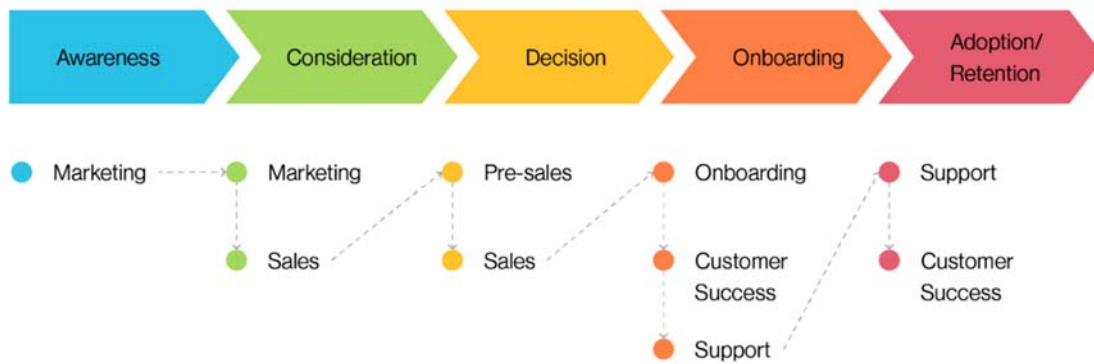
Customer journey map

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Team ID	NM2023TMID03705
Project Name	Creating blog using Wordpress platform

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Customer Journey Map:

A customer journey map is a powerful tool for understanding and visualizing the customer's experience with your brand across various touchpoints and channels. It helps businesses gain insight into the customer's perspective, pain points, and interactions throughout their journey. Here's a breakdown of its key elements:



Stages of the Journey:

1. Awareness
2. Consideration
3. Engagement
4. Content Consumption
5. Community Building