







# ToyCraft Customer Journey Map

	Awareness	Consideration	Purchase	Retention	Loyalty	Advocacy
Customer Activities	Learns about Toy Craft through social media or ds	Visits the Toy Craft website to explore products	Selects a tay and completes the online purchase	Receives the toy and considers buying more	Joins the ToyCraft layity program	Shares positive feedback and photos on
Touchpoints	Social Media	Website	E-Commerce Platform	Product	Loyalty Program	Social Media
Customer Thoughts & Feelings	"Hmm, these toys look interesting!"	"I like a vairity, but which toy should I buy?"	"Chackout was easy, but was it the right choice?"	The toy is great, I might buy another!	I love getting rewards for my purchases!	'These toys are fanrastic - everyone should know^
Customer Experience						
Opportunity	Invest in targeted social media campaigns	Improve product recommendations on the website	Streamline checkout process and provide ressaurance	Offer discount codes to encourage repeat purchases	Enhance loyalty program offerings	Encourage customers to share experiences online

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