

Customer Journey Map with Cluster Touchpoints

Awareness

Consideration

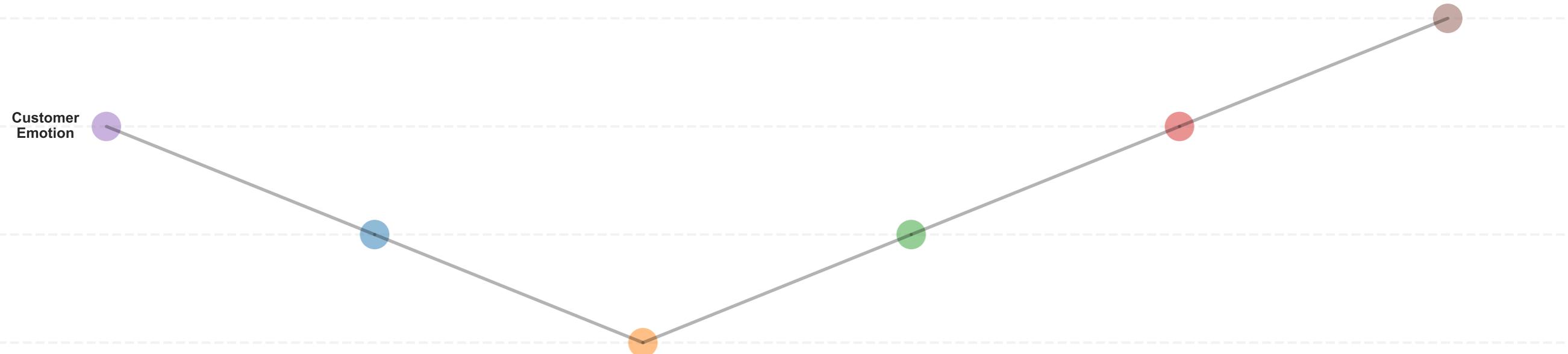
Purchase

Onboarding

Usage

Loyalty

Customer
Emotion



Social Media

Website

Online Store

Tutorial

Product

Community

Ads

Reviews

Sales Team

Support

Features

Rewards

Word of Mouth

Demos

Partners

Documentation

Updates

Advocacy