**Product: Online Paid Courses Provider (GATE Wallah)**

| **Stage** | **Awareness** | **Research** | **Purchase** | **Relationship** | **Advocacy** |
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| **Task** | Became aware of the need for learning. | Research available online courses and providers. | Select and purchase a course. | Engage with the course and provider. | Recommend the course and provider to others. |
| **Touch Point** | From a friend of mine. | Website navigation, course descriptions, sample lessons, reviews. | Registration process, payment options, confirmation email. | Course materials, communication with instructor and support staff via Telegram. | Social media sharing, online reviews, referrals. |
| **Emotions** | Curiosity, interest, skepticism. | Enthusiasm for learning, frustration with unclear information. | Satisfaction with decision, anticipation of learning. | Student friendly service, hence happy. | Pride in achievements, gratitude for positive experiences. |
| **Feelings** | Excitement about potential learning opportunities, concern about course quality. | Confidence in finding the right course, anxiety about making the wrong choice. | Trust in the chosen provider, relief at completing the transaction. | Connection with the course community, appreciation for support. | Loyalty to the provider, desire to help others benefit. |
| **Weakness** | Lack of awareness about available courses, uncertainty about where to start. | Confusion due to overwhelming options, difficulty comparing courses. | Technical issues during checkout, concerns about payment security. | Difficulty navigating the course platform, lack of clarity on expectations. | Lack of holidays. |
| **Influence** | Influenced by online reviews, testimonials, and recommendations. | Influenced by course content, instructor credibility, and pricing. | Influenced by ease of purchase process, discounts, and guarantees. | Influenced by quality of instruction, responsiveness of support. | Influenced by rewards for referrals, loyalty programs. |
| **Opportunity** | Opportunity to engage with potential customers through targeted marketing campaigns. | Opportunity to provide clear and concise course information to aid decision-making. | Opportunity to offer personalized recommendations and incentives to encourage purchase. | Opportunity to provide better GUI. | Opportunity to give more holidays. |