STAGE	AWARENESS	CONSIDERATION	PURCHASE	ONBORADING	ADVOCACY
USER ACTION	Veiw online ad, TV Commercials, read from newspapers etc,	Compare features, Visiting online store, free chat bot, Other free access options	Select subscription plan,Input Payment Information,Use debit card; Credit card not accepted	Trying standard plan Upgrading to Premium plans	Medical advice from top Doctors,Test kit For testing
TOUCH POINTS	Word of Mouth,Social Media,Banner ad.	Word of Mouth,E- commerse Site,Search Bar,Navigation links	Cart confirmation, Checkout page, Order confirmation, Payment page		Customer feedback page, Notifications
EMOTIONS	Excited	Considering	Happy & Sad	Delighted	Rejoicing
PAIN POINTS		Creating an less complex appilication	Checkout page does not support all cards	Low price plans	Make out an Survey to Know customer satisfaction