

CUSTOMER JOURNEY MAP

Customer Journey: Buyer's Journey	Awareness Stage	Consideration Stage	Decision Stage
<i>What is the customer thinking or feeling?</i>	To make the inventory available throughout the market and to gain customer trust. To identify the requirements of the market.	To gain maximum profit and scale the business. Advertise the products in multiple mediums	To design a business model that resolves the customer requirements in the best possible way
<i>What is the customer's action?</i>	Researches on multiple business model similar to his expectation and gains some insight about the flow of the business.	Fixes a budget and plan it's model accordingly	Based on the budget and hires managers and workers and tries to reach the expectation
<i>What or where is the buyer researching?</i>	Television commercials, social media, local banners.	Chooses a business and studies the flow of it	Decides what is the requirement and how best to achieve it
<i>What can we do to make the buyer more comfortable in decision making?</i>	To compress the search space for the buyer so that minimum number of choices are available and more clarity	To propose multiple models that are under the budget	Select the best model which suits more to the requirement buyer trying to satisfy.