

## VIRTUAL EYE

## Customer Journey Map

A customer journey map is a visual storyline of every engagement a customer has with our product. The creation of a journey map puts us directly in the mind of the consumer, so we can see and understand our customer's processes, needs, and perceptions.



- Satish
- Sausn Soma (L
- Soma (L Viswa



Describing the 5 stages of a cutomer's journey using our product

This senario describes all the steps involved with the customer when he successfully buys the product, installs it and uses it. This does not cover the negative experiences such as product unavailability, equipment failure, payment decline etc.

