

CUSTOMER JOURNEY MAP

Journey
levels

Awareness

Consideration

Acquisition

Service

Loyalty

Steps

As the friends
and co-workers
and see social
media

Conduct research
and increase the
website visitors

Enter the various
data parameter and
get the result

Get issues on
usag. Read the
documentation.
use website
properly

Website
recommendation.
Share on social
media

Experience



Feelings

Interested

Curious

Excited

Frustrated
and
satisfied

Satisfied
and
Excited