Customer journey

TITLE	AWARENESS	CONSIDERATION	CONVERSION	CUSTOMER SERVICE	LOYALTY
ACTIVITY	User finds the app	Browsing through the app store	Downloading the app	Using real time features	Share their experience
CUSTOMER GOAL	To communicate with normal people	To find the best app for their needs	To start interacting with the society	To resolve the issues quickly	Learn to communicate easily
POTENTIAL TOUCHPOINT	Recommendation through friends and social sites	Word of mouth, websites	Website, mobile app, phone	Phone, chatbot	Review sites
BUSINESS GOALS	Increases awareness, interest	Increasing number of website visitors	Increases online sales	Increase customer service satisfication	Generate positive reviews
CUSTOMER EXPERIENCE	😄	🙁	😄	😇	😁