

# CUSTOMER JOURNEY MAP

	Awareness	Considerations	Purchase	Onboarding
User Actions	They get to know about the product through any advertisements or through any reviews from already using customers	They will consider whether the product is desperately needed or not , user-friendly and cost efficiency	They will either purchase it online or offline according to their convinience	They will check out all the features available in the device and get to know the working of the device step by step
Touchpoints	Ads can be given online in Social medias , brochure , web ads to get the attention of the customers	Helpdesk can be set up to answer the queries of the customer online anytime. FAQs are available in the websites	We provide the images of the product and other customer reviews for the user to compare and buy.	Warrenties are provided for the product and free services are provided, incase customer faces any problem.
Pain points	Pain points are considered through live chats, social listening, and conducting online surveys.	Obstacles faced by customer involves productivity, financial, process, and support.	Cannot be affordable for few users.	It could be tedious for few users to operate the product.
Emotions	😮	🤔	😄	😊
Possible Solutions	Research customer behavior and preferences	To improve the productivity ,effeciency based on financial, progress and support.	Decides to take the plunge and sign up ,encourage by setting some discounts for inital days of product launch	Providing catalogues along with the product to guide the users who feels difficult to operate.

