CUSTOMER JOURNEY MAP

STRONG JANU

Janu is intelligent. she doesn't want to be dependent and want to be happy in life .Scenario: she just got hired in a new job, so wants to have a new equipment to have better life .

EXPECTATIONS

- Ability to compare with
- Great work with details
- Video overviews

CONSIDER	EXPLORE	COMPARE	TEST	NEGOTIATE
1 Month	2 Month	1 Month	1 Week	1 Week

CONSIDER

1. Sees ad on Google
2. Sees ad on instagram and follows the profile

"This web page looks nice"

"Their instagram profile is awesome"

EXPLORE

3. Explores site and looks at some websites
4. Downloads the profile of her favorite sites leaving her email

"Why do I need to give my email to download any report?"

COMPARE

5. Reads consumer reviews and keeps a spreadsheet to compare websites
6. Consults with family and friends
7. Constantly checks instagram for new posts about her favorite websites

"My family liked the photos and features"

TEST

8. Selects some cars to test.
9 Contacts each website to know about features
10. Accepts to give his phone number to receive a link with the report of all the tested features on her smartphone, where he can take notes without downloading any app

"Wow! I could test this website for one week for free!

NEGOTIATE

11. Decides on a website
12. Gets financing and price offers on the phone
13. Compares more, specifically about price
14 Chooses the best option with just one click and buys his new subscription.

""I wonder if I can get a better deal"