Customer Journey:	Normal Use	Notices Issue or Has Complaint	Ask for Help/ Contacts Support	Speaks with Support or Rep	Resolves Conflict / Issues
What is the customer feeling?	Easy to handle stock	Basic access fulfilled	Pleasant	Comfortable to talk	Delighted
Why is the customer feeling this way?	The application is easy to use and highly effective	Normal basic needs	Easy chat options	User friendly	Sees problem in customers view
What action do we take in the background?	Manage stock	Rectify	Clarify	Interactive	Update