


Stage	Awareness		Research	Evaluate/Test	Purchase	Pay	Service
 James Fletcher	"I am a new driver and I want to buy a cheap, affordable and small car."						
Actions / Events	<ul style="list-style-type: none"> Looking at advertisement 	<ul style="list-style-type: none"> Researching a desired car 	<ul style="list-style-type: none"> Test driving cars 	<ul style="list-style-type: none"> Making choice 	<ul style="list-style-type: none"> Settling payment 	<ul style="list-style-type: none"> Seeking help 	
Involved Parties	<ul style="list-style-type: none"> Marketing 	<ul style="list-style-type: none"> Marketing 	<ul style="list-style-type: none"> Sales 	<ul style="list-style-type: none"> Marketing Sales Accounting Service Department 	<ul style="list-style-type: none"> Accounting 	<ul style="list-style-type: none"> Sales 	

Customer Experience

