

<div data-bbox="64 192 378 390" data-label="Complex-Block"> <div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div> </div>	<div data-bbox="668 47 741 122" data-label="Image"></div> <div>Awareness</div>	<div data-bbox="1165 57 1223 118" data-label="Image"></div> <div>Consideration</div>	<div data-bbox="1751 57 1812 122" data-label="Image"></div> <div>Engage</div>	<div data-bbox="2325 57 2383 122" data-label="Image"></div> <div>Exit</div>	<div data-bbox="2719 57 2780 122" data-label="Image"></div> <div>Extend</div>
<div data-bbox="64 457 149 539" data-label="Image"></div> <div>Steps</div>	<div data-bbox="668 457 1117 635" data-label="Complex-Block"> <div>View online advertisement</div> <div>Blog content</div> <div>Hear from friends</div> <div>See social media</div> <div>News release</div> </div>	<div data-bbox="1165 457 1471 635" data-label="Complex-Block"> <div>Signup page</div> <div>Chat options</div> <div>product page</div> </div>	<div data-bbox="1736 457 2041 539" data-label="Complex-Block"> <div>Product search</div> <div>Product page</div> </div>	<div data-bbox="2316 457 2459 539" data-label="Complex-Block"> <div>Ready to buy product</div> </div>	<div data-bbox="2713 457 2853 539" data-label="Complex-Block"> <div>Feedback page</div> </div>
<div data-bbox="64 721 149 803" data-label="Image"></div> <div>Interactions</div>	<div data-bbox="668 705 952 936" data-label="Complex-Block"> <div>Social media</div> <div>banner ads</div> <div>Traditional media</div> </div>	<div data-bbox="1165 694 1654 919" data-label="Complex-Block"> <div>Simple use</div> <div>Loading page</div> <div>E-commerce</div> <div>Navigation links</div> <div>Search Bar</div> </div>	<div data-bbox="1736 694 2215 774" data-label="Complex-Block"> <div>Reviews Impact</div> <div>Variety seeking</div> <div>Add to cart</div> </div>	<div data-bbox="2301 694 2597 878" data-label="Complex-Block"> <div>Decision making</div> <div>Order confirmation</div> <div>Conform</div> </div>	<div data-bbox="2719 694 2859 774" data-label="Complex-Block"> <div>Notifications</div> </div>
<div data-bbox="64 1077 149 1158" data-label="Image"></div> <div>Goals & motivations</div>	<div data-bbox="662 1066 1110 1150" data-label="Complex-Block"> <div>Increase awareness</div> <div>Find the desired product</div> <div>Order effortlessly</div> </div>	<div data-bbox="1159 1066 1651 1150" data-label="Complex-Block"> <div>Order effortlessly</div> <div>Quality</div> <div>Less process to sign in</div> </div>	<div data-bbox="1742 1066 2215 1261" data-label="Complex-Block"> <div>More likely to purchase</div> <div>Friendly service</div> <div>Incentives</div> <div>Add to cart</div> </div>	<div data-bbox="2301 1066 2606 1244" data-label="Complex-Block"> <div>Monitor customer data to gain Insights</div> <div>To increase the needs of the customer taste</div> <div>To avoid necessary product</div> </div>	
<div data-bbox="64 1316 149 1398" data-label="Image"></div> <div>Positive moments</div>	<div data-bbox="662 1312 970 1504" data-label="Complex-Block"> <div>Safe guard</div> <div>Good communication</div> <div>Feed back</div> </div>	<div data-bbox="1156 1316 1297 1398" data-label="Complex-Block"> <div>Quality</div> </div>	<div data-bbox="1736 1312 2240 1510" data-label="Complex-Block"> <div>Feeling tired on searching</div> <div>Free delivery</div> <div>Wish list</div> <div>Discount</div> </div>	<div data-bbox="2310 1302 2618 1383" data-label="Complex-Block"> <div>Happy</div> <div>Excited</div> </div>	<div data-bbox="2719 1306 2862 1387" data-label="Complex-Block"> <div>Trust</div> </div>
<div data-bbox="64 1602 149 1684" data-label="Image"></div> <div>Negative moments</div>	<div data-bbox="662 1592 970 1817" data-label="Complex-Block"> <div>No privacy</div> <div>Break down</div> <div>Language barrier</div> <div>Misaligned expectations</div> </div>	<div data-bbox="1156 1592 1452 1674" data-label="Complex-Block"> <div>Poor Filtering</div> <div>Not Good environment</div> </div>	<div data-bbox="1748 1602 2053 1684" data-label="Complex-Block"> <div>Unfavourableness</div> <div>Fake products</div> </div>	<div data-bbox="2310 1602 2621 1792" data-label="Complex-Block"> <div>Return can be complicated</div> <div>Unfriendly</div> <div>Waiting</div> </div>	<div data-bbox="2710 1602 3015 1796" data-label="Complex-Block"> <div>Handling and shipping issues</div> <div>Damaged products</div> <div>Lack of cost disclosure</div> </div>
<div data-bbox="64 1878 149 1960" data-label="Image"></div> <div>Areas of opportunity</div>	<div data-bbox="662 1870 1101 1952" data-label="Complex-Block"> <div>Increases customer engagement</div> <div>Reduce customer service costs</div> <div>To refer the customer neighbours when they feels good to refer</div> </div>	<div data-bbox="1156 1870 1602 1952" data-label="Complex-Block"> <div>Devise a conversational marketing strategy</div> <div>Balance Automation with Human Touch</div> <div>Meet customer Expectations</div> </div>	<div data-bbox="1736 1870 2041 1952" data-label="Complex-Block"> <div>Achieve Scalability of support</div> <div>Improve their customer experience</div> </div>	<div data-bbox="2304 1870 2600 1943" data-label="Complex-Block"> <div>To create a deeper rapport with customer</div> <div>To make online payment like UPI ID and scan pay</div> </div>	<div data-bbox="2710 1860 2847 1941" data-label="Complex-Block"> <div>To gain more sales with different offers</div> </div>