

	Awareness	Consideration	Acquisition	Service
Customer Goals	Find out whether I have kidney disease	Get cured	Product to detect the disease	Real product/service to detect the disease
Customer Actions	Browse various symptoms	Make a test	mobile/social media,Doctor	Receive product/service,conduct customer service,read product /service.
Touchpoints & Channels	Traditional media/social media,word of mouth.	Traditional media/social media,word of mouth.	Basic scans/tests to confirm the symptoms.	lack of knowledge about the product
Customer Thoughts/ Emotions	Interested/excited	Curious/Excited	Feared/Curious	Satisfied,excited
Pain Points	Assigning Accountability,Evaluation	Planning and organizing	The need for constant follow-up	Accuracy while estimating
Opportunities to Improve	Chart solution about the product	showcase product,Establish product	Offers case studies,communicate deployment milestones	customer support,customer success.