Customer Journey Map

What have others suggested?

B Browsing, ordering, Entice Fxit Enter Engage Extend purchasing and rating of a How does someone initially become aware of this What do people experience as they begin the In the core moments in the process, what What do people typically experience as the What happens after the experience is over? product process? process? process finishes? happens? Lauve the website, 10 & Android app. Parket Maries Maries Maries opposite to the user profile product affact Steps What does the person (or group) typically experience? Interections What interactions do they have at each step along the way? 4. Things: What digital touchpoints or physical objects would they use? + Places: Where are they? . People: Who do they see or talk to? Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") eave settine, epp with good feeling and What steps does a typical person find yery easy enjoyable, productive, fun, motivating, shelightful, or exciting? Negative moments expressed Soformeror express a fell of fear of the bags are What steps does a typical person find present in the product purchase and frustrating, confusing, angering, costly, or the portal. lime-consuming? Areas of opportunity review so that each map feets more emple? How might we make each step better? What ideas do we have?