CUSTOMER JOURNEY MAP

Awareness → Consideration → Purchase → Retention → Advocacy

Positive Experience

Product Awareness — Product Research — Store Visit — Product Purchase — Product Receipt — Product Issue & Response — Social Complaint

Negative Experience

Customer Journey Map

- **AWARENESS** — The stage where the user becomes aware that there exists a solution to their problem in the form of your business offering

- **CONSIDERATION** — The stage where the user considers your purchasing your offering. This is the stage where they might compare your products with competitors

- **PURCHASE** — The stage where the user purchases the product by placing the order and completing the payment

- **RETENTION** — The stage where they remain active customers of the business through repeat purchases

- **LOYALTY** — The stage where the customer becomes a brand advocate of the brand and begins referring their near and dear ones to the business.

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