

Project Design Phase-II

Customer Journey

Date	03 October 2022
Team ID	PNT2022TMID24049
Project Name	Project – Containment zone alerting Application
Maximum Marks	4 Marks

CUSTOMER JOURNEY

COVID-19 has dramatically changed consumer behavior in the way of purchasing products. Across industries and regions, people prioritized essentials and reduced impulse purchases. At the same time, people facing closed stores, reduced hours, and social-distancing requirements turned to e-commerce, which grew 27.6% worldwide. Across multiple categories, brand/retailer websites or apps are among the stickiest of touch points throughout the journey. And considering that many people made an online transaction for the first time during the pandemic, it is now more important than ever to deliver an excellent online experience which can make them satisfied.

PHASE

- **Awareness:** The customer realizes they have a need, problem or opportunity to tackle.
- **Research:** They research solutions to determine whether to make a purchase and evaluate options they have so far.
- **Consideration:** They decide they'll make a purchase to address their need, and they narrow down their options.
- **Purchase:** They choose a solution and buy it based on their own needs.
- **Support:** The customer uses the product or service, engages with the company and decides whether to purchase again on their own satisfaction.

Customer journey



