CUSTOMER JOURNEY MAP

Research	Evaluate	Comparison	Buying Decisions	Customer Retention
How are our potential clients finding us? Do they have any medium except our social media channels?	Why should the potential clients/prospects choose our application?	How do they know that our product is better than our competitors?	Are they satisfied in using our app?	How will the customers get support on their queries, regarding our application sign-up and usage?

Goals

Find out a solution for all our clients	Evaluate and research, whether the solution is feasible or not	Decide if our app meets the customer needs	In case there are issues reported, offer them the possible solutions to improve the application	Make sure we have proper customer service options such as LiveChat when needed

PHYSICAL/DIGITAL TOUCHPOINTS

Website/ Promotional Emails/ Google Ads	Feature page/ Testimonials	Easy account creation process	Seamless navigation across important features	FAQs/ Help pages/ Live chat