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|---|---|--|------------------------|--|
| ● Phases  | AWARENESS   | CONSIDERATION  | DECISION               | SERVICE  |
| 2 CUSTOMER ACTIONS  | VIEW ONLINE AD,SEE SOCIAL MEDIA CAMPAIGN ,HEAR ABOUT FROM FRIENDS | CONDUCT RESEARCH,RESEARCH COMPETITORS,COMPARE FEATURES AND PRICING | PURCHASE OUR MODEL     | RECEIVE PRODUCT /SERVICE,READ PRODUCT OR SERVICE DOCUMENTATION |
| 3 CUSTOMER EXPERIENCE <div><div>👍</div><div>👎</div></div> | INTERESTED  | CURIOUS AND EXCITED  | EXCITED                | SATISFIED  |
|   | HESITANT  |  |                        |  |
| 4 KPIS  | NUMBER OF PEOPLE REACHED  | NEW CUSTOMERS  | RETENTION RATE         | CUSTOMER SATISFACTION RATE                                     |
| 5 BUSINESS GOALS  | INCREARSE AWARENESS INTEREST                                      | GENERATE POSITIVE REVIEWS  | INCREASE CUSTOMER RATE | MINIMIZE WAIT TIME   |