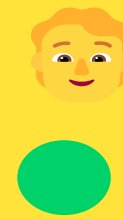


User journey



by the Design Team of Accenture Interactive NL

Phases	AWARENESS	CONSIDERATION	DECISION	SERVICE
CUSTOMER ACTIONS	SEE ONLINE ADVERTISEMENT,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
CUSTOMER EXPERIENCE	INTERESTED	CURIOUS AND EXCITED	EXCITED	SATISFIED
	HESITANT			
KPIS	NUMBER OF PEOPLE REACHED	NEW CUNSUMER	RETENTION RATE	CUNSUMER SATISFACTION RATE

Share your feedback

BUSINESS GOALS	INCREASE AWARENESS INTEREST	GENERATE POSITIVE REVIEWS	INCREASE CUSTOMER RATE	MINIMIZE WAIT TIME
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