

## Project Design Phase-II Customer Journey

Date	03 October 2022
Team ID	PNT2022TMID35589
Project Name	Project – Contaminated zone alerting Application
Maximum Marks	4 Marks

### CUSTOMER JOURNEY

COVID-19 has dramatically changed consumer behavior. 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 touchpoints 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.

### PHASE

- **Awareness:** The customer realizes they have a need, problem or opportunity.
- **Research:** They research solutions to determine whether to make a purchase and evaluate options.
- **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.
- **Support:** The customer uses the product or service, engages with the company and decides whether to purchase again.

### Customer journey



