

Project Design Phase-II
Customer journey

| stages | Awareness | consideration | Decision | Service | loyalty |
|---------------------|--|--|---|---|---|
| Customer actions | View online ad, hear about it from friends | Conduct research, compare features and pricing | Make a purchase | Receive the product, evaluate the quality | Visit the web application again and suggest it to friends |
| touchpoints | Existing user recommendation Social media promotion | Website, social media | Web application, Mobile browsers | Chatbot, phone | Web application reviews |
| Customer Experience | Interested 😊 | Curious 😊 | Excited 😊 | Frustrated 😞 | Satisfied, excited 😊 |
| KPI s | Number of people reached | New website visitors | Conversion rate,online sales | Product revies, customer service success rate, waiting | Retention rate, Customer satisfaction score |
| Business Goals | Increase awareness interest | Increase website visitors | Increase conversion rate, online sales | Increase customer service satisfaction minimize wait time | Generate positive reviews, increase retention rate |
| Team(s) Involved | Marketing, communication | Marketing, Communication sales | Online development sales marketing customer service | Customer service customer success | Online development customer service customer success |