## **Customer Journey Mop**

Browsfr+g, orderIng Errdce' Extend Engage purchasing and ratfng of a How dges \*o:-réo'né inita\* ly awâreofthi=' What do people typically experience as the What do people experience as they begin the In the core moments in the process, what What happens after the experience is over? p•oces\•?\*. product process? happens? process finishes? + Places: W # AVOID melibratia very sary and ample Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?