CUSTOMER JOURNEY MAP

Customer journey maps to understand the user interactions & experiences with the application

CUSTOMER EXPERIENCE

PHASE
What are the high-level phases across the customer journey?

need, research and selection	*login, registration and first use*	*Sharing and feedback*

CUSTOMER BEHAVIORS
What are the actions taken by the customer?

need for fast, efficient software to perform analysis	select the software that is most enticing	create trial account and register for the software	try sample analysis to check if the results are valid and true	register for permanent use	share and recommend to others looking for analysis software

TOUCHPOINTS
What channels does the customer use to reach you?

online review portals for previous customer reviews	peers, family and friends' recommendations	software must be easy to use and have good trial deals	attractive user interface	sharing feedback on online portals increases new users	further increase in users after the customer recommends the software to friends and family

ATTITUDES + EMOTIONS
What attitude or emotion does the journey evoke?

excitement to learn about the various products in the market	want to get a software that satisfies all their needs	satisfaction at finding a easy to use software	contentment with the analysis software	delighted and thrilled to share the software with new people	Comfortable to use the software for future analyses.

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