

	GOAL	TOUCH POINTS	EMOTIONS
AWARENESS	Find a digital solution to streamlined labour tracking	*Online search *Industry event *Word of mouth	Frustrated and overwhelmed
CONSIDERATION	Evaluate labour tracking app option	*App Store research *Competitor website *Online reviews	Curious and skeptical
EVALUATION	Assess app features and pricing	*Free trial or demo *Sales call *Customer support	Interested and uncertain
PURCHASE	Subscribe to the app	*Pricing page *Subscription form *Payment processing	Confident and relieved
ON BOARDING	Set up and learn the app	*Welcome email *Tutorial videos *Customer support	Excited and engaged
USAGE	Effectively track labour and ensure site safety	*App usage *Push notification *Reporting and analytics	Satisfied and productive
RETENTION	Continue using the app and recommended it	*Regular updates *Customer feedback *Support requests	Loyal and advocates