| ***STAGES*** | **Awareness** | **Consideration** | **Purchase** | **On boarding** | **Usage** |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Touch points** | Social media apps, influencer marketing, health blogs | Product website, reviews, comparison articles | E-Commerce platform, check out process | Unboxing experience, mobile app setup | Daily interactions with the water bottle and app |
| **User actions** | Sara sees an add on Instagram about the smart water bottle | Sara visits the website, read the reviews, compares with regular Water bottles | Sara decides to purchase the water bottle online | Sara receives the water bottle, unboxes it, and sets up the app | Sara uses the water bottle, receives reminders, tracks her hydration |
| **Emotions** | Curious, excited | Interested, skeptical | Confident, eager | Happy, slightly overwhelmed | Motivated and satisfied |
| **Opportunities** | Create engage in content that highlights health benefits | Provide clear comparisons, testimonials, and validation of technology | Streamline that check out process, offer discounts for first time buyers | Provided a simple, guided setup process, engaging on boarding tutorial | Gamify the experience, offer rewards for achieving hydration goals |