

ECO ENERGY

Stage	Customer Actions	Touchpoints
Awareness	Research energy-saving solutions	Social media, ads, blogs
Consideration	Compare products and features	Website, reviews, forums
Purchase	Purchase the system	E-commerce site, app
Installation	Set up the system	User manual, customer support
Usage	Monitor energy usage, adjust settings	Mobile app, notifications
Support	Seek help or troubleshoot issues	Customer service, FAQs
Advocacy	Recommend to friends and family	Social media, word of mouth

Emotions

Curious, hopeful

Anxious, confused

Excited, nervous

Frustrated, uncertain

Empowered, satisfied

Frustrated, lost

Proud, loyal

Pain Points

Overwhelmed by options

Difficulty finding clear comparisons

Concerns about installation

Technical difficulties

Initial learning curve

Slow response times

N/A

Opportunities

Clear messaging about benefits

Create a comparison tool

Offer installation support

Provide step-by-step guides or videos

Regular tips and feature highlights

Improve response times and resources

Create a referral program