**\*JOURNEY MAP**

**\*PRODUCT NAME AMAZON**

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| --- | --- | --- | --- | --- | --- |
| Stage | Awareness | Consideration | Purchase | Usage | Advocacy |
| Goals and objectives | Discover Amazon through online ads, social media, word-of-mouth, or search engine results. | Visit the Amazon website or app to explore products, compare prices, and read reviews. | Add items to the cart, proceed to checkout, select delivery options, and complete payment. | Use the product and assess its quality | Repeat purchases, recommend Amazon to others, engage with Amazon’s loyalty programs. |
| Touch point/channels | Amazon's website, social media platforms, online reviews, advertisements. | Product listings, customer reviews, price comparisons, wish lists. | Shopping cart, checkout process, payment gateway, delivery options. | Product itself, user manuals or instructions, customer support if needed. | Amazon Prime, promotional offers, loyalty rewards. |
| User thoughts/concerns | Curiosity, interest, and initial impressions. | Evaluation, comparison, and anticipation. | Satisfaction or anxiety about the purchase process, excitement for the product. | Satisfaction or dissatisfaction with the product’s performance. | Brand loyalty, appreciation for benefits, likelihood of recommending Amazon. |
| Emotion | Curiosity about what the Amazon app offers and how it might benefit them. Users might be intrigued by features or promotions that catch their attention. | Hopefulness that the app will meet their specific needs and provide a satisfactory solution, such as a wide selection of products or competitive prices. | Excitement about acquiring the product, especially if it’s something they have been looking forward to or if it’s a special deal or item. | Satisfaction from a seamless and enjoyable shopping experience, where the app meets or exceeds their expectations in terms of ease of use, variety, and personalization. | Pride in their association with the brand and satisfaction with the product or service, leading them to publicly share their endorsement. |
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