

USER NAME: ALEX

	ACTION	TOUCHPOINT S	EMOTION S	PAIN POINTS	OPPORTUNITIE S
AWARENESS	Alex realize the need for a new smartphone.	Social media ads, You Tube reviews, Google search	Curious, hopeful, slightly overwhelmed by option	Too ,many brands to compare, lack of clarity about feature	Create targeted, informative content to build brand awareness and clarity
CONSIDERATION	Alex researches and compares different phones .	Tech review sites, online stores , product comparison pages	Evaluative, cautious, analytical	Overwhelmed by specs, difficulty in comparing similar models	Offer easy comparison tools, except advice, or simplified guides
DECISION	Alex chooses a specific smartphone.	Product pages, customer reviews, support chat	Excited, but worried about making the right choice	Unclear return policy, shipping fees	Display clear return policies, offer free or discounted shipping.
PURCHASE	Alex completes the purchase.	Checkout page, payment gateway, confirmation email	Relieved, satisfied	Complicated checkout, payment failure, slow confirmation	Simplify checkout process, offer multiple payment options, immediate confirmation emails
POST-PURCHASE EXPERIENCE	Alex recives and uses the product.	Delivery services, unboxing, product guides customer support	Excited (on delivery), frustrated (if there are setup issue)	Delivery delays, unclear product guides, slow support response	Provide any easy setup guides, offer proactive customer support, and enable order tracking
LOYALTY/ADVOCACY	Alex uses the phone and consider sharing feedback or recommending the brand.	Follow-up emails, product surveys, social media	Happy if product quality meets expectations, disappointed if issue arise	No reward for loyalty, lack of engagement from the brand post-purchase	Offer referral discounts, create loyalty programs, ask for reviews and testimonials.

TEAMMEMBERS:

ENROLLMENT NUMBER:

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