

# Customer Journey Map

## Example: Learn Hub : AI – Powered Skill Enhancement and Career Growth Platform

Stage	Customer Actions	Touchpoints	Customer Thoughts	Opportunities
Awareness	Customer Action: Seen social media ad, Google search result for Learn Hub.	Touchpoint: Instagram ad, LinkedIn post, Google search.	Thought: "This might help me level up my skills."	Opportunity: Use social media ads, email newsletters, and influencer partnerships.
Consideration	Action: Visited Learn Hub's website, read course overview and user reviews.	Touchpoint: Website, comparison blogs, YouTube course preview.	Thought: "Are these courses right and worth my time and money?"	Opportunity: Offer free trial, create engaging content, leverage testimonials, and highlight career outcomes.
Decision	Action: Signed up for a free trial or purchased a course.	Touchpoint: Signup form, payment gateway, welcome email.	Thought: "I hope this course is practical and engaging."	Opportunity: Simplify registration, offer personalized recommendations.
Retention	Action: Consistent practice, engages in discussion forums, completes a certificate.	Touchpoint: Course dashboard, mobile app, email nudges.	Thought: "I'm learning a lot. What's next?"	Opportunity: Offer mentorship, advanced courses, and career support.