

Customer Journey Map

Scenario: A customer is looking to try or switch to a new consumer product (like a snack, shampoo, or household item).

Steps	Awareness → Research → Consideration → Purchase → First Use → Evaluation → Re-purchase or Drop
What does the person (or group) typically experience?	They notice the product online or in a store, compare it with similar items, decide based on price or brand, purchase it, use it, and decide whether to buy again or not.
Interactions	Social media ads, packaging design, shelf placement, peer opinions, review platforms, product website, store promotions
Things: What digital touchpoints or physical objects would they use?	Mobile ads, website reviews, shopping apps, physical product packaging, store display racks, loyalty cards, QR codes
Places: Where are they?	Supermarket, online store, home, peer groups, Instagram/YouTube, review sites
People: Who do they see or talk to?	Influencers, store staff, family/friends, delivery person
Positive moments	Attractive packaging, clear branding, helpful reviews, good price, smooth checkout, great first-use experience
Negative moments	Confusion due to similar products, too many choices, poor packaging info, unclear benefits, hard-to-open product, weak results
Areas of opportunity	<ul style="list-style-type: none"> - Improve product differentiation through visuals and messaging - Use perceptual maps to find gaps - Add QR for quick how-to/use/tips - Offer referral or loyalty incentives
Goals & motivations	<p>"Help me choose the best product for my need."</p> <p>"Help me avoid wasting money on the wrong choice."</p> <p>"Help me get the best value at this price."</p>