

## Customer Journey Map

This image shows the complete journey of a user while using the smartphone analysis platform. It explains different stages like Notice, Enter, Engage, Exit, and Extend, showing what the customer does, thinks, and experiences at each step. It



helps understand user actions, goals, positive and negative moments, and areas for improvement to make the system better. This customer journey map also helps in identifying user needs, improving decision-making experience, increasing user satisfaction, and designing a more efficient and user-friendly platform that supports better smartphone purchase decisions.

By analyzing each stage, the system can reduce user confusion, provide clear insights, and enhance overall engagement. It also supports better planning of features, improved usability, and continuous improvement of the dashboard experience based on customer feedback.