

Awareness	Consideration	Purchase	Onboarding	Use	Support	Advocacy
- Online ads - Tech blogs - Social media - Recommendations	- Company website - E-commerce sites - Reviews - Comparisons - Customer support	- Website - Retail stores - Mobile app - Tutorials - Support	- Welcome email - User manual - Notifications - Regular use - Community	- Mobile app - Voice assistant - Knowledge base - Forums	- Customer support - Referrals	- Social media - Forums
- Intrigued by product promise - Forms initial impressions	- Evaluates features - Forms preference - Engages with customer support	- Smooth and user-friendly - Clear delivery - communication	- Easy setup - Configures - Customizes - Positive first use	- Convenience - Enhanced security - Seamless use - resources	- Quick issue resolution - Builds trust - Helpful	- Shares positive experiences - Loyal user

Object