3. Key Elements to Add in CJM:

Stage	User Actions	Pain Points	Opportunities
Awareness	Realizing the need for a laptop for coding	Lack of knowledge on ideal specs	Educate about specs for programming
Research	Checking YouTube reviews, blogs, and asking friends	Overwhelming choices	Provide comparison guides
Comparison	Narrowing down choices based on CPU, RAM, GPU, and reviews	Confusion due to marketing hype	Use expert recommendations
Decision	Purchasing online/offline	Fear of getting a bad deal	Offer best deals and discounts
Post-Purchase	Setting up software & testing performance	Technical issues, warranty concerns	Provide easy setup guides

2. Use an Online Tool to Map It: Choose any of these tools:

- Miro Ready-made CJM templates
 Lucidchart Drag-and-drop flowcharts
 Figma Custom journey mapping

Customer Journey Map for Buying a Laptop for Coding (Budget: 60,000 INR)

1. Break the journey into stages such as:

Awareness – Becoming aware of the need for a laptop

Research – Investigating options within budget

Comparison – Comparing various models

Decision – The final buying decision

Post-Purchase – Installation and usage of the laptop