

















PawCore Customer Journey

Awareness	Consideration	Purchase	Usage	Support
<p>Ads</p>  <p>Ads</p>	<p>Website</p>  <p>Reviews</p>	<p>Purchase</p>  <p>Price concerns</p>	<p>App</p>   	<p>Support</p> 
<p>Customer Touchpoints</p>  <p>Ads Website</p>	<p>Pain Points</p>  <p>Price concerns</p>	<p>Value pricing</p>  <p>Easy setup</p>	<p>None</p> 	<p>None</p>  <p>Satisfaction</p>
<p>Customer Emotion</p> 	<p>Frustration</p> 	<p>PawCore Solution</p> 	<p>Confidence</p> 	<p>Satisfaction</p> 