

Customer Journey : Teddy Wendy for Style Plug	AWARENESS	INTEREST	CONSIDERATION	CONVERSION	RETENSION
What is the customer thinking or feeling?	I need an affordable new outfit from Topshop for a birthday party	price colour originality	size discount colour	buying online or website order	Should we send a thank you message to customers who made purchase?
What is the Customer's action?	Read reviews online contacted friends	Visit the instagram and Facebook page	scrolling clicking surfing	scrolling clicking surfing	Sending a congratulatory message to buyers across the various pages.
Touchpoint what is customers touchpoint with the business?	google search instagram Facebook snapchat whatsapp business	Instagram and Facebook	Pictures and video layout of the dresses on Instagran and facebook	Payment	Good review on Instagram and Facebook
What do you want to change about this step?	Takes too long too to find a specific dress or designers on Instagram and Facebook page	The prices are not attached to the dresses on the Instagram and Facebook page	The dresses should not be posted in a clusted format	The payment mode is too rigid	
How and/or why will we make this change?	The dresses should be in categories	The prices should be attached to each dress posted	The dresses should be posted in a well mannered format	Different payment modes should be made available	