- 1 Touchpoints
- Sharing on social network
- Visiting B the shop
- Visiting the product on the website
- Testing the product
- Ordering the product on the website

- 2 Event logs (e.g., XES)

- 1 B D A 2 C E A 3 B D A E 4 B D E 5 C E B A

- CJM actual journeys
- time
- CJM representative journeys

