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# CUSTOMER JOURNEY MAP

	RESEARCH	PURCHASE	USAGE	SHARE
Doings	Search engine Family and Friends	Trusted website Download app	Website Application	Social media Word of mouth
Thinking	Confused about technical terms	Fast and easy	Save searching time and cost	Cares about family
Feelings	Doubtful Burdensome	Hopeful Try	Trusted Up to date	Proud Convinced
Insight	Correctness	Free	Data privacy	Competition