



# CUSTOMER JOURNEY MAP

RESEARCH

PURCHASE

USAGE

SHARE

Doings

Search engine  
Family and Friend

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 friend  
and family

Feelings

Doubtful  
Burdensome

Hopeful  
Tried

Trusted  
Up to date

Proud  
Convinced

Insight

Correctness

Free

Data privacy

Competition