

CUSTOMER JOURNEY MAP

PHASE	AWARENESS	RESEARCH	CHOICE	PURCHASE
PROCESS	Consumers begin their purchase journey by learning about health plans.	They conduct research, compare all the insurance plans, and determine a criterion for selecting the one.	In this phase, they narrow down the list and make a choice.	As the decision is made, the purchase process is completed.
TOUCHPOINTS	Health insurer, website, social media channels, Google and Print media	Google or other search engines, where the customer finds about your service.	They return to your website and look for what they actually want.	The process ends when an individual enrolled on the insurer's website.
SATISFACTORY LEVELS	 4 / 5	 5 / 5	 3.5 / 5	 4 / 5

3 Stages of the Marketing Funnel

AWARENESS

Introduce potential customers to your products or services.

CONSIDERATION

Help customers evaluate your products or services against alternatives.

DECISION

Influence customers to purchase your products or services.



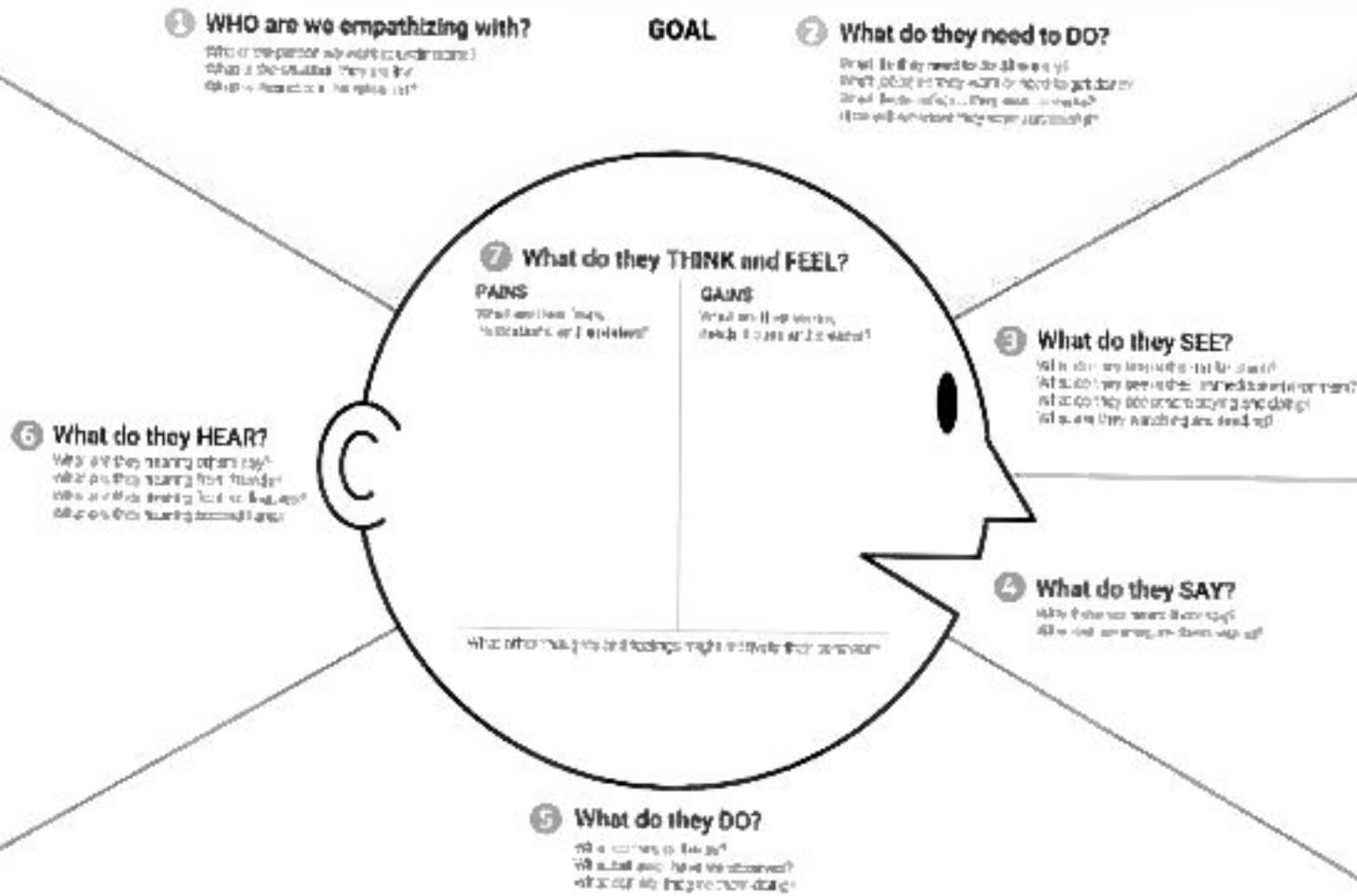
Empathy Map Canvas

Designed for:

Unassigned

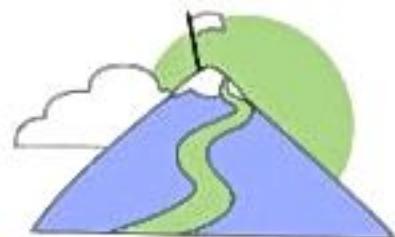
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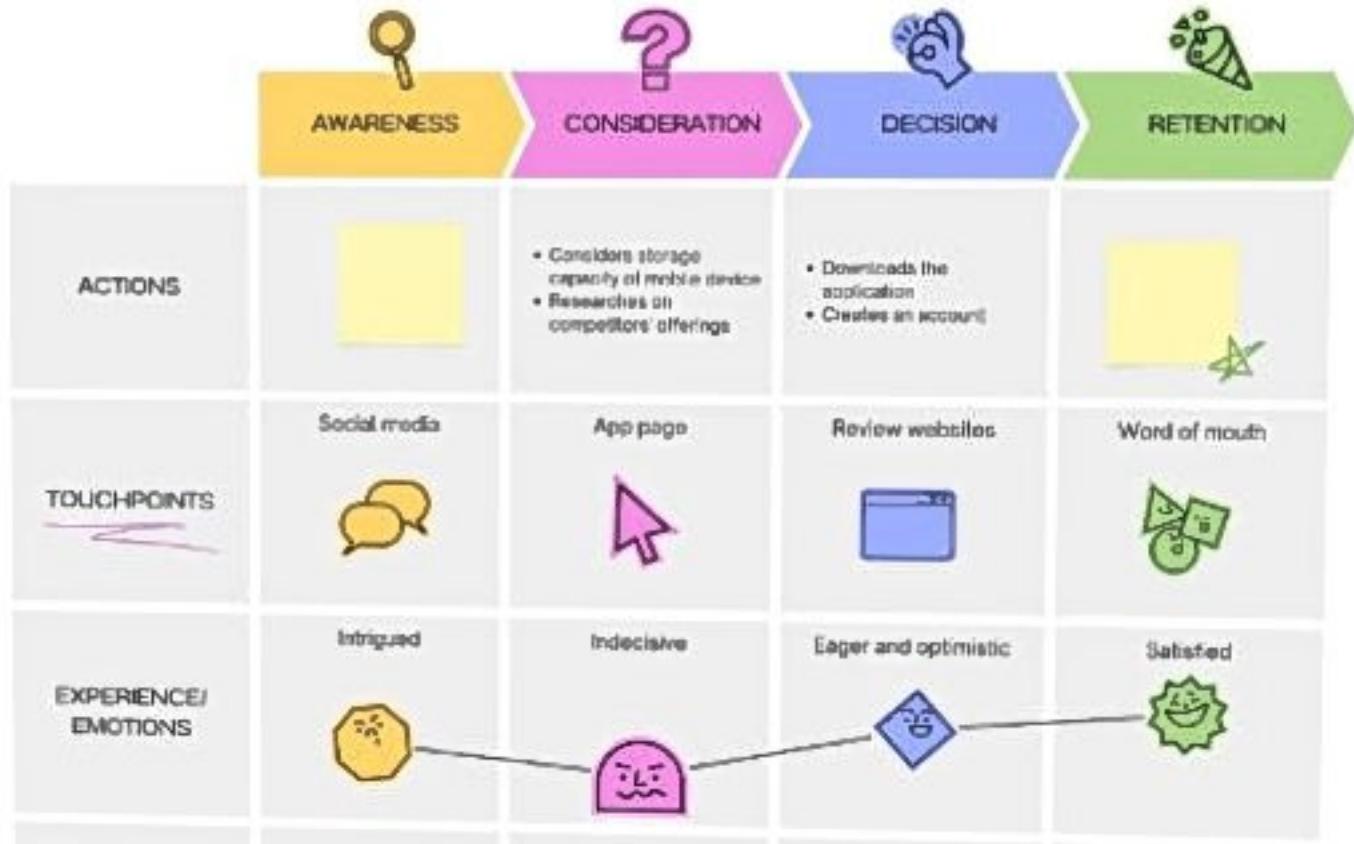


Customer Journey Map

Let's gain insights by taking a walk through what we expect our users to experience



Stage 2: Map out the journey you expect them to have when using your product. Each person gets one map.



Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

• Customer Journey Map •



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