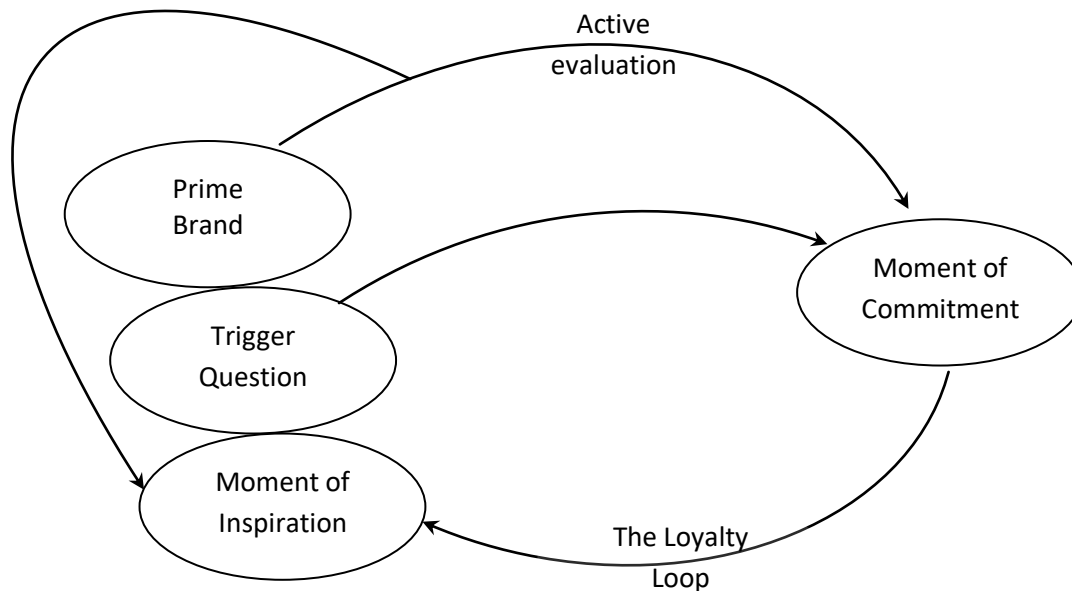


Customer Journey Theoretical Framework



Moment of Inspiration:	An instant in time where a customer identifies a need and is sent into a journey they never expected e.g. there must be a better way to track my calories.
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Trigger Question:	The first question that pops into the consumer's mind for a given moment of inspiration e.g. what technology can help track my calories better?
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Prime Brand:	The first brand that pops into the consumer's mind for the trigger question
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Active Evaluation:	Process of adding subtracting brands
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Moment of Commitment:	The instance where a customer trades money, time or data for a product/service.
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Loyalty Loop:	Experience delivered by business after moment of commitment to trigger new moments of inspiration for the customer where the business becomes the "prime brand"
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