Customer Journey Layers
Insight & experience design

CUSTOMER JOURNEY STAGES

AWARENESS | CONSIDERATION | ACQUISITION | SERVICE | LOYALTY

CUSTOMER JOURNEY STEPS

- Will buy new recliner chair
- Click on landing page
- Browse in the shop
- Performed checkout
- Ends up on thank you page
- Waiting for packaging
- Will receive package
- furniture size is not proper as per requirement
- Will send furniture return but does not understand process
- call on helpline
- Perform return process
- waiting return confirmation
- Waiting refund
- Newsletter to support action
- Evaluation activities
- Use voucher for new purchases

CUSTOMER JOURNEY TOUCHPOINTS

Ads, E-Shop, Blog, Banner, Newsletter, Landing Page, Form, Product page, App, e-Shop, Page category, Product category, Shopping cart, Login / Registration, Form, Payment instance, Thank you page, Order confirmation, Shipping company, Login area, Packaging, Supplements, Invoice, Supplier, Products, e-shop, FAQs, T&Cs, Voice computer, Helpline staff, Packaging, Send return, Send return form, Return confirmation, Newsletter, e-shop, Landing page, Form

Touchpoint counts by stage: 5 | 7 | 13 | 9 | 4

Layers

- Marketing / Online Marketing
- Design
- E-Shop Management
- Customer Management
- Product Management
- Accounting
- Legal
- Payment
- Logistic instance

Totals by stage: 10 | 22 | 43 | 24 | 14