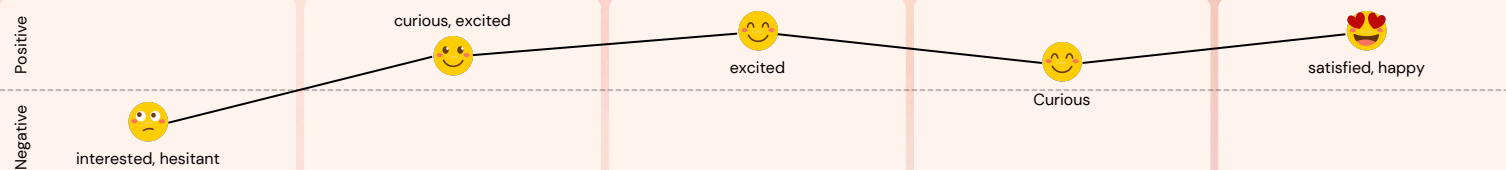


Customer Journey Map: V-pro

	Awareness	Consideration	Decision	Service	Loyalty
Customer Actions	Volleyball Players sees the ads on social media	Visits the V-PRO website to learn more	Purchases V-PRO and plans for installation and training	Watches tutorials on how to use the camera, sensors, and mobile app	Share their experience to friends
Touch points	Watches demo videos to understand how the camera and sensors work	Reads reviews from other volleyball teams and coaches who use V-PRO	delivery time, unboxing experience	Tutorial videos	starts talking to friends about how good it is
Experience	<div>Positive</div> <div>Negative</div> 	curious, excited	excited	Curious	satisfied, happy
Pain points	Don't know how much it costs	Don't know if it will work	slow delivery	Bad video	No discounts for friends
Solution	be transparent	Show testimonials	ship quickly, ems	Make good videos	Referral bonus