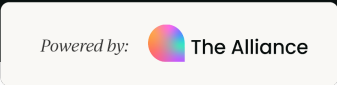


Customer journey map



Customer journey map	Awareness	Consideration	Purchase	Onboarding	Advocacy
User action	Add an activity that your customer does here.				
Touch point	Add a touchpoint that the user encounters. (Email, website, or store.)				
Emotions	How do you expect your customers to feel at this point?				
Pain points	What difficulties might your customer encounter?				
Possible solutions	Add an idea on how to resolve any pain points or negative feelings a customer might have.				