

# SAMPLE CUSTOMER JOURNEY

● TOUCHPOINTS INFLUENCES THE OVERALL CUSTOMER EXPERIENCE



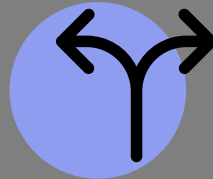
## Awareness

Identify need for a pair of new shoes



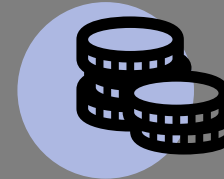
## Research

Research options



## Decision

Decide on what type of shoe



## Comparison

Compare prices, brands and availability



## Receival

New shoes have been received - where they on time?



## Delivery

Track delivery- is it as expected?



## Buy

Buy the shoe online



## Product experience

Do the shoes live up to the expectations? How do they fit? Do they need to be returned?