Customer
Customer Phase

Before-sale | In-store | Post-sale

Customer
Customer Journey for online purchase

	Awareness of need	Consideration whether to buy or solve the need other ways	Researching alternatives	Comparing different alternatives online and/or in-store	Decision to buy from a certain webshop	Visiting site with the intention to buy	Searching for the product on the site	Finding the product and adding it to basket	Last comparison of price, delivery time and delivery cost with other sites	Purchase/checkout	Waiting for confirmation email	Waiting for the delivery	Receiving the delivery	Unpacking the product	Handling the packaging waste	Fullfillment	Support / Complaint	Return	Happy use and ownership over time	Recommending
Explanation				Customer Profile A = research online Customer Profile B = research in-store					Customer Profile A											Writing and rating on review sites
Image																				
Customer Activities																				
Customer Goals																				
Customer Needs																				

Customer
Customers Emotional State online purchase

Quote
Experience
Thinking
Feeling
Insight Evidence

Customer
Customer Journey for In-store purchase

	Awareness of need	Consideration whether to buy or solve the need other ways	Researching alternatives	Comparing different alternatives online and/or in-store	Decision to buy in a certain store	Going to the store with the intention to buy	Entering the store	Orienting inside the store	Finding and grabbing the product	Purchasing	Leaving the shop with the product or confirmation	Waiting for the delivery If the product was not available in the store	Receiving the delivery If the product was not available in the store	Unpacking the product	Handling the packaging waste	Fullfillment	Support / Complaint	Return	Happy use and ownership over time	Recommending
Explanation				Customer Profile A = research online Customer Profile B = research in-store																Writing and rating on review sites
Image																				
Customer Activities																				
Customer Goals																				
Customer Needs																				

Customer
Customers Emotional State store purchase

Quote
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Thinking
Feeling
Insight Evidence

On Stage Interactions
Service Evidence (TP without customer action)

On Stage Interactions
Touchpoint: Digital

On Stage Interactions
Touchpoint: Physical / Store

On Stage Interactions
Touchpoint: Print

On Stage Interactions
Touchpoint: Phone

Context
Competitors and Substitutes

Backstage
Metric and Data

Backstage
Organisations Activities

Backstage
Organisations Processes

Backstage
Organisations Support Systems

Context
Policy and Rules

Analysis
Main challenges

Development
Development Priority

Explanation
Low priority because....
Neutral priority because...
Hight priority because....

Development
Objective / Vision
What is the objective of the improvement

Development
Solutions and Ideas