

CUSTOMER JOURNEY MAP

The Buyer Persona #1

Key Value 1 Key Va	alue 2 Key Value 3	Key Value 4	Key Value 5	
PROBLEM RECOGNITION INFORMATION	ON SEARCH EVALUATE ALTERNATIVES	PURCHASE DECISION	POST-PURCHASE EVALUATION	
OPPORTUNITY 1	OPPORTUNITY 2		OPPORTUNITY 3	



CUSTOMER JOURNEY MAP

The Buyer Persona #2

Key Value 1	Key Value 2	Ke	ey Value 3	Key Value 4	Key Value 5
PROBLEM RECOGNITION	INFORMATION SEA	RCH EVALUAT	TE ALTERNATIVES	PURCHASE DECISION	POST-PURCHASE EVALUATION
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OPPORTUNITY	1	OPF	PORTUNITY 2	0	PPORTUNITY 3



CUSTOMER JOURNEY MAP

The Buyer Persona #3

	Key Value 1	Key Value 2	Key	Value 3	Key Value 4	Key Value 5
	PROBLEM RECOGNITION	INFORMATION SEA	ARCH EVALUATE	ALTERNATIVES	PURCHASE DECISION	POST-PURCHASE EVALUATION
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OPPORTUNITY 1		OPPORTUNITY 2		OF	OPPORTUNITY 3	