


























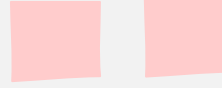





Customer Journey

Persona:	Decision Maker/ User/ Influencer						 Key moments that matter
Stage	Awareness	Interest	Decision	Purchase	Delivery	Support/ Usage	
Feeling							
Thinking							
Doing							
Touch-points							
Key Players							
Customer Sentiment	