

# CUSTOMER JOURNEY MAP

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Buyer Persona:	Scenario:	Goals(s):

JOURNEY STAGE	PERSONA PAIN POINTS	PERSONA THOUGHTS	PERSONA ACTION	OPPORTUNITY
<b>PRE-PURCHASE</b>				
Awareness				
Education				
Research				
Evaluation				
Decision				
Purchase				
<b>POST-PURCHASE</b>				
Onboarding				
Retention				
Loyalty				

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