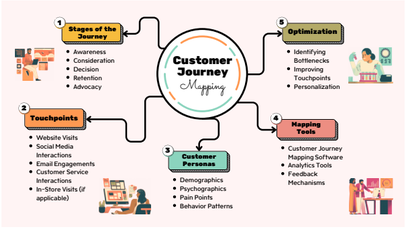
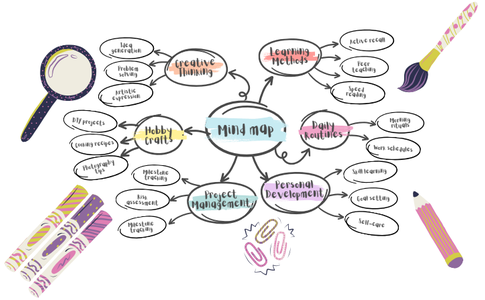
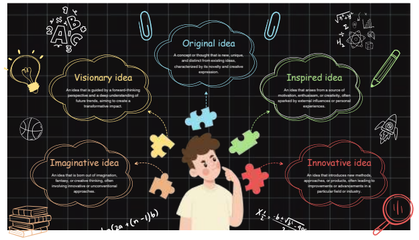
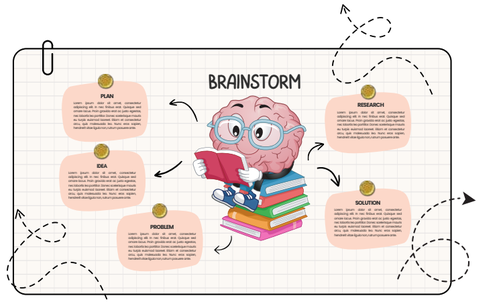

Customer Journey
Mapping
1 Stages of the Journey
Awareness
Consideration
Decision
Retention
Advocacy
2 Touchpoints
Website Visits
Social Media Interactions
Email Engagements
Customer Service Interactions
In-Store Visits (if applicable)
3 Customer Personas
Demographics
Psychographics
Pain Points
Behavior Patterns
4 Mapping Tools
Customer Journey Mapping Software
Analytics Tools
Feedback Mechanisms
5 Optimization
Identifying Bottlenecks
Improving Touchpoints
Personalization


Mind map
Creative Thinking
Learning Methods
Hobby Crafts
Daily Routines
Project Management
Personal Development


Original idea
Visionary idea
Inspired idea
Imaginative idea
Innovative idea


BRAINSTORM
PLAN
RESEARCH
IDEA
SOLUTION
PROBLEM

MIND MAP
1. Performance Evaluation
2. Identify Each of Actions
3. Improvements Implementation
4. Monitoring Evaluation
5. Continue Evaluation