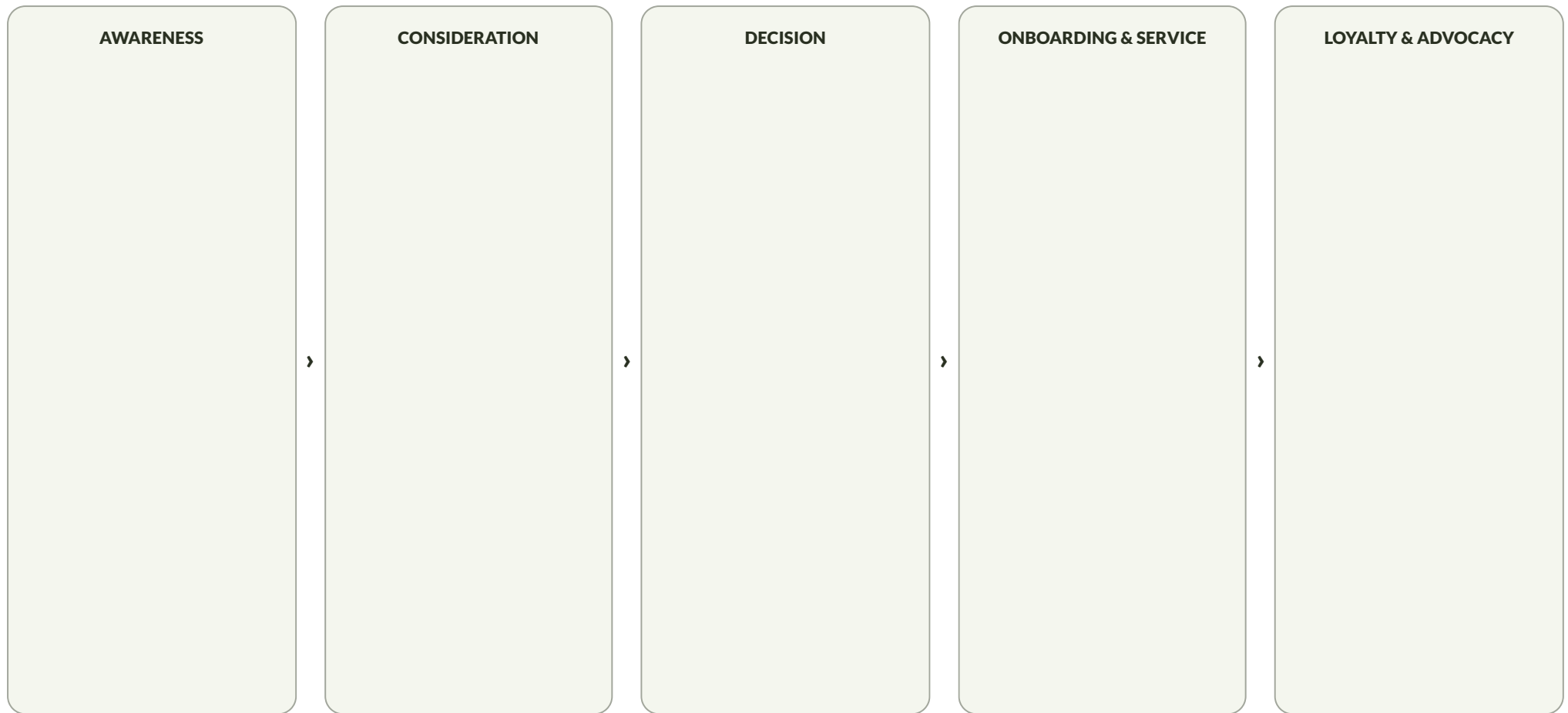




● **AWARENESS:** The trigger that makes the customer realise they have a problem, and where they first encounter you. What they do, think, feel; touchpoints; emotional high or low.

● **CONSIDERATION:** How the customer compares options and decides whether to trust you. What they do, think, feel; touchpoints; emotional high or low.

● **DECISION:** The moment of commitment and the friction or reassurance around it. What they do, think, feel; touchpoints; emotional high or low.

● **ONBOARDING & SERVICE:** First real use and what happens when something goes wrong. The make-or-break first-value moment. What they do, think, feel; touchpoints; emotional high or low.

● **LOYALTY & ADVOCACY:** What makes them return and what makes them recommend you unprompted - or quietly churn. What they do, think, feel; touchpoints; emotional high or low.