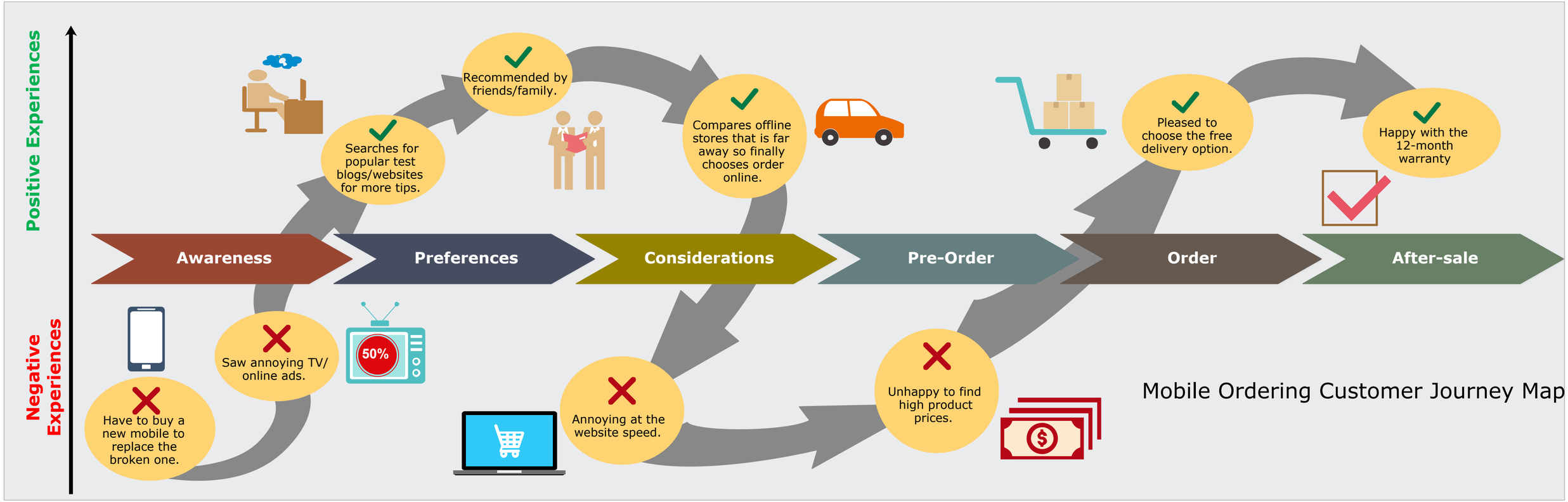
Positive Experiences
Negative Experiences
Awareness
Preferences
Considerations
Pre-Order
Order
After-sale
Searches for popular test blogs/websites for more tips.
Recommended by friends/family.
Compares offline stores that is far away so finally chooses order online.
Pleased to choose the free delivery option.
Happy with the 12-month warranty
Have to buy a new mobile to replace the broken one.
Saw annoying TV/ online ads.
50%
Annoying at the website speed.
Unhappy to find high product prices.
Mobile Ordering Customer Journey Map