

THE **NON-OBVIOUS** 1 PAGE CUSTOMER JOURNEY PHASES

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Phase 1 – Discovery | [Questions To Ask In This Phase:](#)

Are your potential customers familiar with your category/industry or do they need to be educated?
What do people already think of your brand and do they care enough to even have an opinion?
Are there particular moments or occasions where they may be more or less interested in us?

Phase 2 - Evaluation | [Questions To Ask In This Phase:](#)

How do people do their research (ie – Google, in-person, etc) and how do they narrow down their choices?
Do people really need to experience our product or service to “get it” or can it be explained virtually?
Are there any features or parts of what we do or sell that are well known or particularly important to customers?

Phase 3 – Purchase | [Questions To Ask In This Phase:](#)

How important is the environment or situation to whether a customer decides to purchase or not?
Do people buy the product for themselves or someone else and do they buy it regularly in a routine or rarely?
How much effort is involved in making the purchase and the fulfillment of that purchase and how long does it take?

Phase 4 – Experience | [Questions To Ask In This Phase:](#)

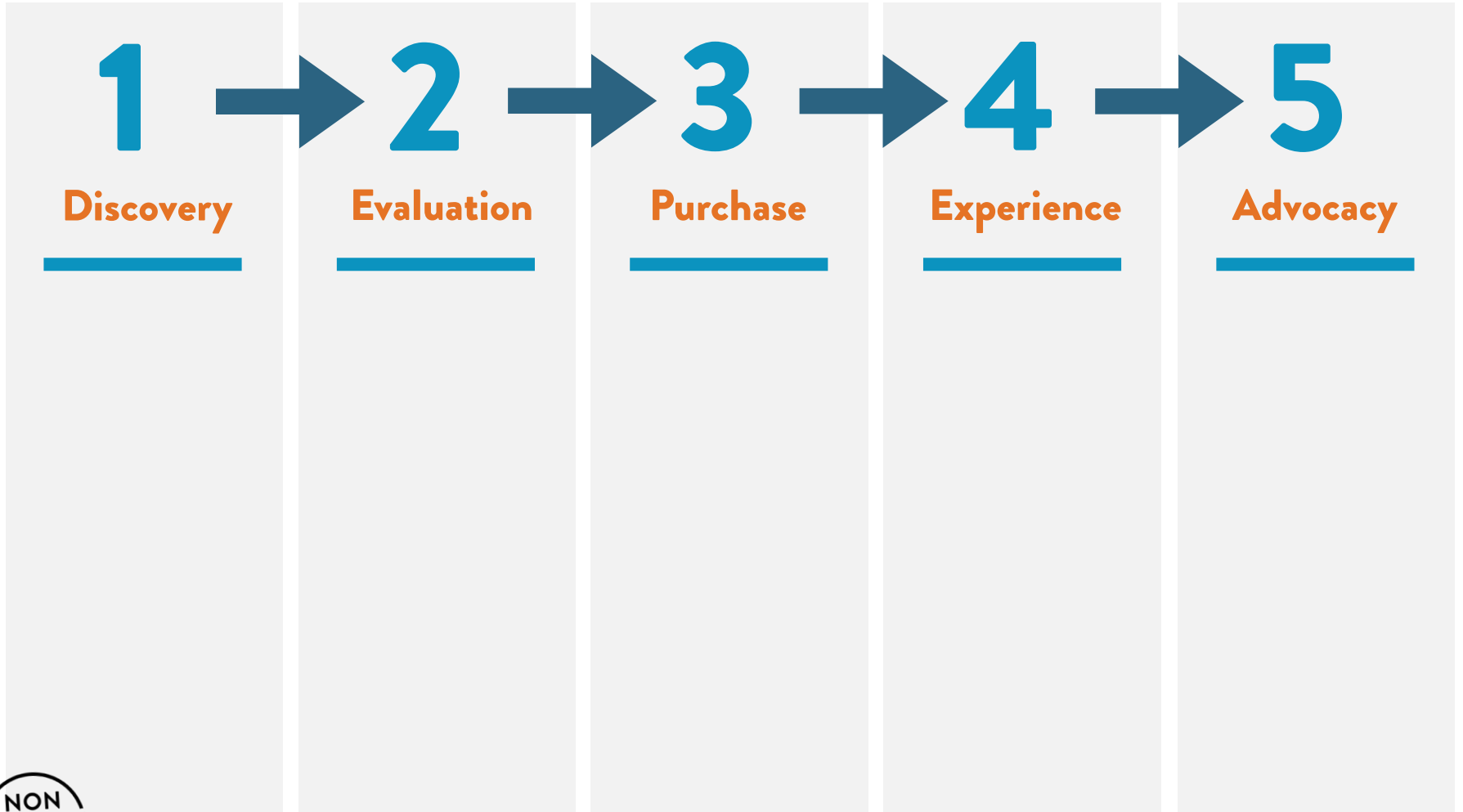
Is the consumption of the product or experience public or private and how proud/willing are people to share that experience?
How willing are people to interact with you after the purchase & do they have a reason (ie-service) to come back regularly?
How easy is it to switch brands, what does a customer love about their purchase and what might they regret after buying?

Phase 5 – Advocacy | [Questions To Ask In This Phase:](#)

How much will people want to tell their friends or family about your experience if they like it?
Is it easy to recommend your experience and would people reasonably go out of their way to do that?
What is the next thing they could do to engage or buy from us and is this obvious to the customer?



Instructions: Use the questions on the previous page to describe in bullet point (short) format what your ideal customer may be thinking, feeling and doing in each phase of the customer journey.



FOR MORE USEFUL INSIGHTS AND ADVICE FROM THE BOOK, VISIT:

www.nonobviousguides.com/marketing