

	Awareness	Interest	Desire	Action
What does the customer do?	1. Searching online for wireless headphones. 2. Seeing ads, influencer reviews, and recommendations from friends. 3. Comparing popular headphone brands.	1. Reading customer reviews and ratings. 2. Watching detailed product demonstrations. 3. Comparing features, specifications, and prices.	1. Narrowing options to one or two products. 2. Revisiting reviews for reassurance. 3. Looking for discounts, warranties, or return policies.	1. Purchasing the headphones. 2. Unboxing and setting up the device. 3. Downloading the companion app. 4. Testing sound quality, comfort, connectivity, and noise cancellation.
What does the customer think?	1. "I need better headphones than the ones I currently have." 2. "Which brand offers the best balance of quality and price?" 3. "Can I trust the product to last?"	1. "Are these headphones durable enough for daily use?" 2. "Will they remain comfortable during long listening sessions?" 3. "Do users experience connectivity or app problems?" 4. "Is the premium price actually justified?"	1. "The noise cancellation could help me focus at work or during travel." 2. "These seem comfortable, but will they stay comfortable after several hours?" 3. "I hope the app issues mentioned by some users are not common." 4. "I don't want to pay a premium price and be disappointed."	1. "Setup should be simple." 2. "The sound and comfort should match what I paid for." 3. "I hope the Bluetooth connection is reliable." 4. "If something goes wrong, customer support should help."
What does the customer feel?	1. Curious about available options. 2. Hopeful about finding the right product. 3. Slightly overwhelmed by the number of choices.	1. Interested in the product. 2. Engaged in the research process. 3. Cautious about making an expensive mistake.	1. Excited about the possibility of ownership. 2. Optimistic about the product's benefits. 3. Nervous about buyer's remorse.	1. Excited to use the product. 2. Eager to validate the purchase decision. 3. Alert for signs of satisfaction or disappointment.
What are the various touchpoints they are engaging with?	1. Social media ads. 2. YouTube reviews. 3. Google searches. 4. Tech blogs. 5. Word-of-mouth recommendations.	1. Retailer websites. 2. Customer reviews. 3. Comparison articles. 4. Discussion forums. 5. Product specification pages.	1. Positive customer testimonials. 2. Product videos. 3. Brand websites. 4. Promotions and discounts. 5. Warranty information.	1. Online checkout. 2. Product packaging. 3. Companion app. 4. Setup process. 5. Customer support. 6. Warranty services.