











Hard Discount Journey Map - Final Customer							
	Phases						
	1		2	3		4	5
Description	Need to purchase		Enter to the HD store	Search pet food		Approaching the cash register	Make a purchase
Positive / Negative							
Activities	Customer runs out of pet food	The customer decides to go to HD to buy the food that his pet is used to eating	The customer approaches the HD closest to his address.	Customer finds pet food	The customer calculates how much food to buy	The customer is lining up to pay	Customer pays and leaves the HD store
Contact points							
Strengths	Pets are often used to eating the same food all the time.				Customers don't usually skimp on their pet food		Payment is made immediately
Weaknesses				Sometimes the customer does not find the food for their pets.			