|  | **الوعي** | **البحث** | **القرار** | **التجربة** | **الولاء** |
| --- | --- | --- | --- | --- | --- |
| **الإجراءات** |  |  |  |  |  |
| **نقاط التواصل** |  |  |  |  |  |
| **المشاعر** |  |  |  |  |  |
| **الدوافع** |  |  |  |  |  |
| **التحسينات** |  |  |  |  |  |