

Awareness

Consideration

Purchase

Recognize
Problem

Commit to
Change

Identify
Options

Understand
Solutions

Evaluate
Solutions

Validate and
Purchase

What They Know

Things are fine. Consumer unaware of any issues.

What They Need

A catalyst. Some sort of "aha" moment to recognize that others are getting value that they are not.

What They Don't Know

They are missing out on value. Things could be better.

What They Do

Awareness

Consideration

Purchase

Recognize
Problem

**Commit to
Change**

Identify
Options

Understand
Solutions

Evaluate
Solutions

Validate and
Purchase

What They Know

Experienced a pain point. Aware of potential issue/opportunity and that things could be better.

What They Need

A compelling reason to act. Confidence that workable solutions exist.

What They Don't Know

Unsure about the full impact of the issue. They don't know if the problem is worth solving.

What They Do

Awareness

Consideration

Purchase

Recognize
Problem

Commit to
Change

Identify
Options

Understand
Solutions

Evaluate
Solutions

Validate and
Purchase

What They Know

They have an issue, and solving the problem will have good ROI.

What They Need

Clarity on the spectrum of available approaches and their primary differences. Identify preferred approach, and a shortlist of viable options.

What They Don't Know

What different approaches exist. How do these approaches differ. Which approaches do we prefer.

What They Do

Awareness

Consideration

Purchase

Recognize
Problem

Commit to
Change

Identify
Options

Understand
Solutions

Evaluate
Solutions

Validate and
Purchase

What They Know

Which approach they prefer, which basic criteria are most important to them, and which solutions meet these criteria.

What They Need

Preferences on all criteria to consider in the evaluation. Which ones matter most? What trade-offs are they willing to make?

What They Don't Know

What additional considerations exist and the consequences of these options. What unique strengths and weaknesses each solution brings to the table.

What They Do

Awareness

Consideration

Purchase

Recognize
Problem

Commit to
Change

Identify
Options

Understand
Solutions

Evaluate
Solutions

Validate and
Purchase

What They Know

Detailed understanding of remaining options, and the differences between them.

What They Need

Confidence they have received the best offers from each vendor. Consensus on which option provides the best solution with the most value.

What They Don't Know

Which option provides the best value, and the best match with their selection criteria and preferences.

What They Do

Awareness

Consideration

Purchase

Recognize
Problem

Commit to
Change

Identify
Options

Understand
Solutions

Evaluate
Solutions

Validate and
Purchase

What They Know

Which option they would like to purchase.

What They Need

Final approval for the purchase. Consensus from all stakeholders on purchase priority, and validity of business case.

What They Don't Know

What They Do