






# Customer Journey vs. Buyer Journey vs. User Journey

Aspect	Customer Journey	Buyer Journey	User Journey
<b>Scope</b> 	All customer interactions, pre and post-purchase.	Pre-purchase stages: awareness, consideration, conversion.	Subset of interactions in digital platforms.
<b>Start/End Point</b> 	From marketing to end of customer relationship.	From awareness to conversion stages.	From user entry to exit on a digital platform.
<b>Focus</b> 	All types of products and services - software and non-software interactions.	Decision-making before purchase.	Primarily digital platform interactions.

# User Guide Definition

**DP Hallahan**



## **User Guide Definition:**

**ADAMS: AIRLAB Data Management System User's Guide**, 1986      **Developing a Protocol for Observational Comparative Effectiveness Research: A User's Guide** Agency for Health Care Research and Quality (U.S.), 2013-02-21

This User's Guide is a resource for investigators and stakeholders who develop and review observational comparative effectiveness research protocols. It explains how to 1 identify key considerations and best practices for research design 2 build a protocol based on these standards and best practices and 3 judge the adequacy and completeness of a protocol. Eleven chapters cover all aspects of research design including developing study objectives, defining and refining study questions, addressing the heterogeneity of treatment effect, characterizing exposure, selecting a comparator, defining and measuring outcomes, and identifying optimal data sources. Checklists of guidance and key considerations for protocols are provided at the end of each chapter. The User's Guide was created by researchers affiliated with AHRQ's Effective Health Care Program, particularly those who participated in AHRQ's DEcIDE (Developing Evidence to Inform Decisions About Effectiveness) program. Chapters were subject to multiple internal and external independent reviews. More information please consult the Agency website [www.effectivehealthcare.ahrq.gov](http://www.effectivehealthcare.ahrq.gov).

**A User's Guide for Defining Software Requirements** Carolyn Shamlin, 1989      **Qualitative Research in Education: A User's Guide** Marilyn Lichtman, 2013. This textbook provides readers with a blend of practical and theoretical information using real world examples and illustrations to help users grasp abstract ideas and apply them to their research.

**R:BASE System V User's Guide** Allen G. Taylor, 1987      **The Professional User's Guide to Acquiring Software** John L. Connell, Linda Shafer, 1987      **User's Guide to the National Electrical Code? 2008 Edition** Brooke Stauffer, 2009-10-07. Give your students a firm foundation in NEC basics with the 2008 Edition of User's Guide to the National Electrical Code. This full color illustrated text has been completely revised to include new chapter features that guide students through the 2008 Code reinforcing key principles such as the difference between GFPE and GFCI equipment. With this text students will understand the intent behind the most critical NEC requirements the way NEC chapters and articles work together and how the NEC is related to other electrical standards and building codes. User's Guide is the key to getting the right answers faster and more efficiently.

**CEBus Demystified: The ANSI/EIA 600 User's Guide** Grayson Evans, 2001-03-22. GET THE EDGE WITH NETWORKS AND PRODUCTS FOR SMART HOMES. Get all the tools you need to work with the CEBus Consumer Electronics Bus standard in one handy resource. CEBus Demystified ANSI EIA 600 User's Guide by Grayson Evans walks you through every step required to create residential products that can talk to each other and allow their owners to talk to them using the latest ANSI EIA 600 communications and cabling standard for home automation and residential consumer products. This unique guide provides you with a complete explanation of HPnP (Home Plug Play) and shows you how to Ride the convergence curve with trend setting residential networks product designs and interoperability. Build a CEBus compliant product that incorporates smartness into homes and products with features

that meet tomorrow's needs Use and interpret CAL Common Application Language with step by step guidance examples and reference material not found in the specification

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**ASIST User's Guide for Use with CD Answer 2.03** ,1993 **Eigensystem Realization Algorithm User's Guide For VAX/VMS Computers: Version 931216** ,1994 Mathcad 3.1 User's Guide ,1992 Allows user to work with formulas numbers text and graphs

*SPSS Base 9.0 User's Guide* SPSS Inc,1999 SPSS Base 8.0 User's Guide SPSS Inc,1998

**Scientific and Technical Aerospace Reports** ,1975 Lists citations with abstracts for aerospace related reports obtained from world wide sources and announces documents that have recently been entered into the NASA Scientific and Technical Information Database

*SPSS Base 16.0 User's Guide* SPSS Inc,2007 The SPSS Base 16.0 User's Guide is a comprehensive reference for using SPSS At over 700 pages the guide includes overviews of the interface and help section editing preparing and transforming data creating handling and transforming files working with output and command syntax performing a wide range of analysis techniques creating charts and tables customizing menus and toolbars using the production and scripting facilities and managing output

**SAS/FSP User's Guide, Version 5 Edition** SAS Institute,1985 User manual for data analysis by the SAS computer programme total system includes instructions for word processing personalised texts graphs forecasts data entry and interfaces to other data bases to provide one total system gives common procedures for SAS and FSP systems covering information retrieval data modification and programming report writing statistical analysis file handling Illustrations

*SPSS Base 15.0 User's Guide* SPSS Inc,2006 The SPSS Base 15.0 User's Guide is a comprehensive reference for using SPSS for Windows At over 800 pages the guide includes overviews of the interface and help section editing preparing and transforming data creating handling and transforming files working with output and command syntax performing a wide range of analysis techniques creating charts and tables customizing menus and toolbars using the production and scripting facilities and managing output

ENVI User's Guide ,2003

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