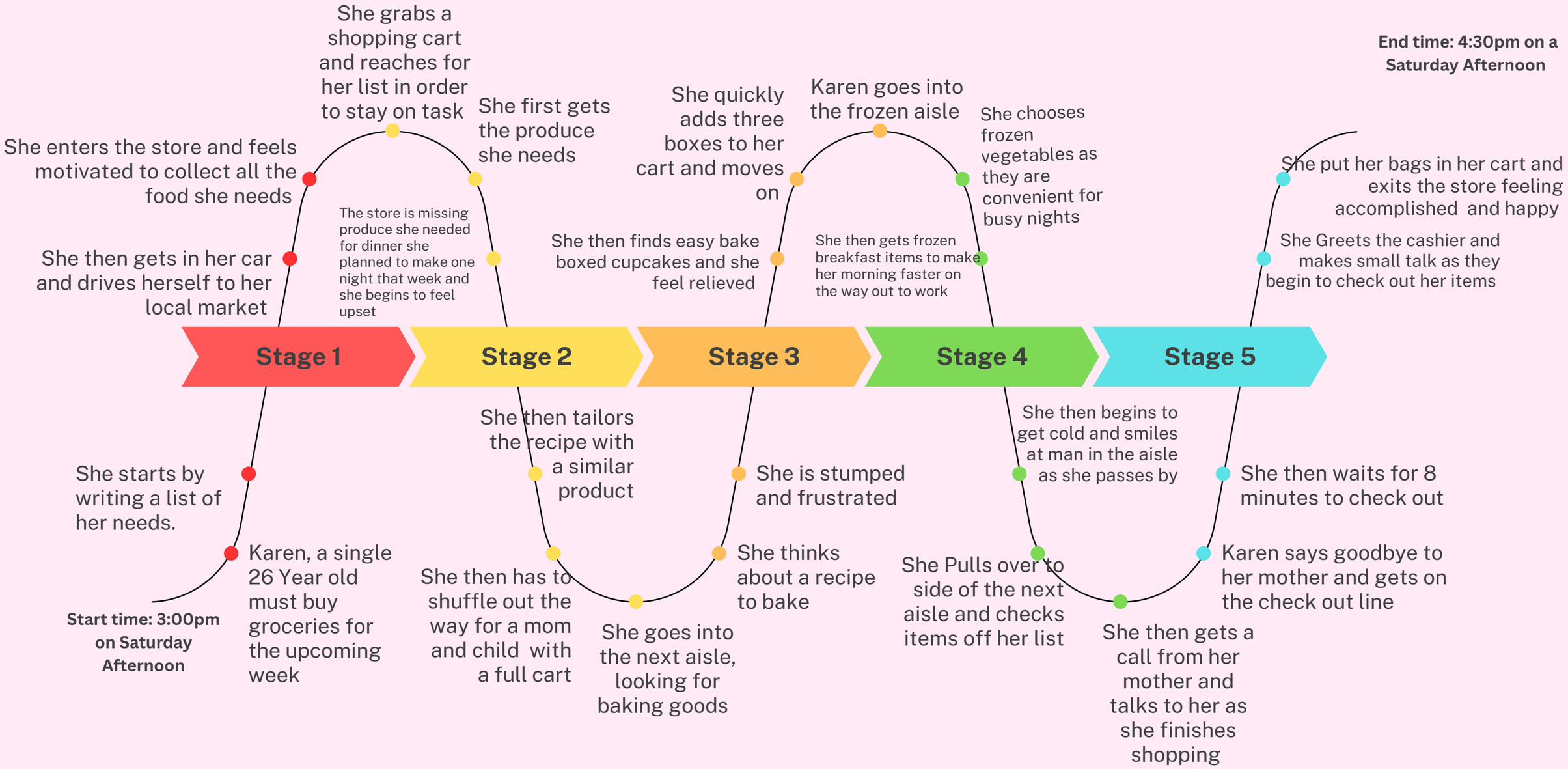Customer Journey Map: Buying Groceries