**Customer Journey Map**

**Objective:**  
Map user interactions across the platform and identify pain points and optimization areas.

**Phases of the Journey:**

1. **Discovery**
   * Exposure through digital ads, SMS campaigns
   * First visit to the platform
2. **Onboarding**
   * Sign-up (via phone or ID)
   * KYC verification
   * Account activation
3. **Usage**
   * Wallet funding
   * Sending/receiving money
   * Bill payments, mobile lending
4. **Support**
   * Chatbot help, agent call support
   * FAQs, ticketing system
5. **Feedback & Retention**
   * Net Promoter Score surveys
   * Loyalty rewards program

**Touchpoints:**

* Mobile App
* USSD
* Call Center
* Social Media
* Physical Agents