

SpendSmart: Customer Journey Mapping

	User action	TouchPoints	Emotions	Opportunities for Improvement
Awareness	Discover Streamify via ads, social media, word of mouth	Social media, ads, articles, influencer reviews	Curious, excited, overwhelmed	Enhance targeting, leverage influencers, engage content marketing
Consideration	Research features, read reviews, compare with competitors	Website, review sites, forums	Hopeful, analytical, indecisive	Provide FAQs, customer testimonials, competitive comparisons
Onboarding	Create account, customize settings, explore content 😊	App/website, onboarding emails, tutorials 😊	Excited, confused, frustrated 😊	Simplify sign-up, tailor onboarding, provide user-friendly tutorials 😊
Viewing	Browse library, watch shows, create watchlists	Streamify interface, notifications, recommendations	Engaged, entertained, frustrated	Improve recommendation accuracy, minimize buffering
Retention	Regularly watch content, share with friends, manage subscription	Email newsletters, new show prompts	Loyal, satisfied, disappointed	Refresh content library, offer loyalty rewards, gather feedback
Advocacy	Recommend to others, engage on social media, participate in surveys	Social media, referral programs, forums	Proud, disengaged	Develop referral system, recognize advocates, provide feedback avenues