# User Journey Map

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| Stage | Awareness | | Consideration | | Decision | | | | Delivery and Use | | | | | | Loyalty & Advocacy | | | |
|  | | | | | | | | | | | | | | | | | | |
| Customer  Activities | Hear from friends. GitHub. | |  | |  | |  | |  | |  | |  | |  | |  | |
| Customer  Goals | Curiosity. | |  | |  | |  | |  | |  | |  | |  | |  | |
| Touchpoints | Word-of-mouth, social media. | |  | |  | |  | |  | |  | |  | |  | |  | |
| Experience | Neutral, curious. | x |  | x |  | x |  | x |  | x |  | x |  | x |  | x |  | x |
| Business  Goal | Increase awareness and interest. | |  | |  | |  | |  | |  | |  | |  | |  | |
| KPI’s | Number of website visitors. | |  | |  | |  | |  | |  | |  | |  | |  | |
| Organisational Activities | Spread the word and website on social medi. | |  | |  | |  | |  | |  | |  | |  | |  | |
| Responsible | Naoise Gaffney | |  | |  | |  | |  | |  | |  | |  | |  | |
| Technology  Systems | GitHub and GitPages. FB and Twitter. LinkedIn. | |  | |  | |  | |  | |  | |  | |  | |  | |
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