

TASK 5 : USER JOURNEY MAP

User Persona

Name: Sarah

Age: 35

Occupation: Marketing Manager

Tech-savvy Level: Moderate

Goals: Reduce energy bills, manage home energy usage efficiently, contribute to sustainability.

Stages of the User Journey

1. Awareness

Touch points: Social media ads, blog articles, online reviews.

User Actions: Researching energy-saving solutions, comparing products.

Feelings: Curious, hopeful.

Pain Points: Overwhelmed by choices, skeptical of claims.

2. Consideration

Touch points: Product website, online forums, friends' recommendations.

User Actions: Reading FAQs, watching demo videos, joining webinars.

Feelings: Interested, cautious.

Pain Points: Uncertainty about installation, pricing concerns.

3. Purchase

Touch points: E-commerce platform, customer support chat.

User Actions: Adding product to cart, applying discount codes, completing purchase.

Feelings: Excited, anxious about investment.

Pain Points: Complicated checkout process, delivery time uncertainties.

4. Onboarding

Touch points: Product packaging, user manual, onboarding app.

User Actions: Unboxing, following setup instructions, connecting devices.

Feelings: Accomplished, slightly frustrated if issues arise.

Pain Points: Technical difficulties during setup, lack of clear guidance.

5. Usage

Touch points: Mobile app, notifications, customer support.

User Actions: Monitoring energy usage, adjusting settings, accessing tips for saving energy.

Feelings: Empowered, satisfied when seeing results.

Pain Points: App glitches, complexity of features, lack of personalized suggestions.

6. Support

Touch points: Help center, community forums, live chat.

User Actions: Seeking help for issues, providing feedback, updating app.

Feelings: Frustrated if support is slow, relieved when issues are resolved.

Pain Points: Long wait times, unclear support documentation.

7. Loyalty

Touch points: Email newsletters, loyalty programs, social media engagement.

User Actions: Sharing experiences on social media, referring friends, participating in surveys.

Feelings: Valued, proud to advocate for sustainability.

Pain Points: Lack of ongoing rewards, feeling forgotten post-purchase.