Customer Journey Map

	Discovery	Evaluation and selection	Adoption	Regular use	Experience and loyalty
Insights	Seeking a solution that helps her better care for her plants and find specific information for her needs.	María focuses on features such as accurate plant identification, personalized tips, collection organization, and useful reminders. here	María seeks an intuitive interface and a simple registration process to quickly start using the app.	María values personalized tips, collection organization, and useful reminders to keep her plants healthy and thriving.	María experiences a noticeable improvement in the health and vitality of her plants through regular use of the app.
Impact	High expectations of finding an app that solves her problems and improves her plant care experience.	María is looking for a comprehensive and user-friendly solution that meets her specific needs.	Ease of use and a smooth onboarding experience have a positive impact on María's initial perception of the app.	The app meets María's expectations by providing relevant information and tools for plant care.	The positive experience strengthens María's trust and loyalty towards the app.
Issues/ Opportunities	• There is a variety of available apps, which can make it challenging for María to choose the most suitable one. • Lack of clear information and reliable reviews can generate doubts in María about the quality and usefulness of the apps.	• Existing apps may not fully meet María's expectations in terms of features and customization. • Lack of comparative information can make it difficult for María to choose the best app for her.	A confusing interface or complicated registration process can frustrate María and lead her to abandon the app before even starting to use it.	• Tips and recommendations may not be sufficiently personalized, limiting their effectiveness for María's specific needs. • Lack of flexibility in reminders may not fully adapt to María's routine and schedule, reducing their usefulness.	Lack of social interaction and absence of an active community may limit María's sense of belonging and collaboration.
Emotions					