User Journey Analysis Across Personas

Journey Progression by Persona

- Casual Browsers
- Power Users
- Social Sharers

Users (%) vs Journey Stage (Discover, Explore, Engage, Convert, Retain)

Drop-off Analysis

- Casual Browsers
- Power Users
- Social Sharers

Drop-off Rate (%) vs Transition Point (Discover→Explore, Explore→Engage, Engage→Convert, Convert→Retain)

Optimization Opportunities

Potential Impact (%)

- Power - All — Advanced features
- Social - Retain — Community building
- Social - Convert — Social features
- Casual - Convert — Better value prop
- Casual - Explore — Simplify onboarding