

## FUNNEL MATRIX: <QuickMeal><11/2018>

Funnel Stage	Stage Definition (customize your own)	User's Process	Desired Action	Business Task	Metrics	Required Functionality	Validated Learnings
<b>SUSPECT</b>	A person looking for short-time cooking recipes on the internet, mainly focusing on healthy food.	Suspect sees an ad in Facebook or suspect sees an ad when searching 'fast and healthy meal' on Google	Suspect is interested in ad and clicks on it. This will take them to the landing page.	Google ads, Facebook ads, Social Media marketing. Test different types of ads and check the effectiveness.	Number of people who viewed the ad. Number of people who reached the landing page after clicking on the ad.	Google Ads, Facebook ads, Instagram account, validated landing page	Which ads had the best results, best headlines, best keyword
<b>LEAD</b>	A person who sees the ad on Facebook or Google Ads and reaches the landing page.	Someone who stays on the landing page and attempt to download.	On the landing page click download now button	Designing the landing page, create easy to understand information on the app	Number of people who clicked on the download button (click through rate).	Landing page with download button	Number people who click on ad and go to landing page but don't download app
<b>PROSPECT</b>	A person who downloads the app and creates his/her own health goal and selects meals.	Someone download the app because they want to find a way to cook efficiently and eat in a healthier way.	Downloads the app and uses it	Building and testing the app with the required specifications and guidelines	Number of downloads and number of users who create campaigns	Working app - database of recipes and ingredients, features/guide to create a campaign	Number of downloads compared with competitor apps, reasons why people don't create health campaigns after downloading.
<b>CUSTOMER</b>	A person who purchases at least one custom week meal plan.	Someone purchase meal plans going with his/her health campaign.	Finds recipes are useful and willing to pay meal plans that customized by his/her health campaign.	well-designed meal plans provide by dietitians.	What kind of meal plans is the most popular? Number of users using the meal plans.	Meal plan feature (weekly/monthly) - recipes are able to pop up and change each day.	Number of users who do not use meal plan and why
<b>REPEAT USER</b>	A person that goes back to the app to purchase more meal plan or creates another health campaign	A user purchases meal plans again. He/She is happy with the result of the first meal plan and then goes back to purchase another meal plans or create a new campaign	Receives a notification (app/email) that there is more meal plans available for purchase in the health campaign created and goes back to the app to purchase more meal plans or goes back to the app to create a new campaign	App daily pop-up notifications to increase engagement. Send another automatic app notification/ email when there is more relevant meal plan for purchase.	Number of purchased meal plans and number of campaigns created	Email marketing, feature to purchase content, feature to create a new campaign	Check why people don't go back to the app to make more purchase or create another campaign - are the results worth the price charged?
<b>REFERENCE</b>	A person who recommends the app to others and shares his/her health outcomes like weight curve on social media	User is so satisfied with campaign results and share this app with friends.	Make the app shareable. Share posts that were purchases using QuickMeal and use hashtags/ links to the website	Having an excellent service and motivate customers to share with discount coupons	Number of times the app was shared.	Sharing buttons in app, Email marketing, feature to use discount coupon in the app	Check if the discount coupon is attractive and if people are really satisfied with the app.

This free tool is part of the UX Strategy Toolkit that accompanies Jaime Levy's book "UX Strategy". (CC) 2018 - <http://userexperiencestrategy.com> (To copy just click Download as an excel (xlsx) file and import back into Google Drive as a spreadsheet; enjoy!!!)