# #TASK 5

## User Journey Map



**STREAMFLIX**

| | DISCOVERY | EVALUATION | COMMITMENT | ONBOARDING | SPREAD THE WORD |
|---|---|---|---|---|---|
| **User action** | Explore content options | Compare subscriptions | Purchases a subscription | Sets up an account | Watches content |
| **Touchpoints** | Website Social media, ads Word-of-mouth | Website pricing page, customer reviews on Reddit, Quora | Checkout page on website | Profile section on website Mobile app | Content library, personalized reccommendations |
| **Feelings** | | | | | |
| **Painpoints** | Too many streaming services to choose from, not sure which one is right | Competitors offer cheaper plans with more trending content | Payment gateway take a long time to load | Mobile app is difficult to navigate Accidentally switches to child-friendly mode | Hard to find 'currently watching' on homepage. Too many payment reminders |
| **Solution** | Free trial, personalized recommendations, comparison tool | Tiered plans based on variety of content required | Easier checkout process, backend fixes to payment page | Improve UI of mobile app, shift child-friendly mode button | Improve UI of homepage |