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| **STAGES** | **AWARNESS** | **CONSIDERATION** | **PURCHASE** | **RETENTION** | **ADVOCASY** |
| Goals & Objectives | Increase daily app installs | Increase user reviews and ratings in app stores | Drive in-app purchases and subscriptions | Improve user retention and playtime by 25% | Foster a strong community of players |
| |  | | --- | | **Touchpoints/Channels** |  |  | | --- | |  | | Social media ads, game trailers | Social media ads, game trailers | In-game store, exclusive content, limited-time offers | Push notifications, email campaigns | Online forums, user-generated content, tournaments |
| User Thoughts & Concerns | Wide selection of games, ease of access | Thoughts about the variety of features, ease of controls | Fair pricing, exclusive bonuses, no paywalls | Regular updates, new features, content variety | The game's impact on social standing, enjoyment shared with friends |
| Emotions | Excitement – “Can’t wait to try this game” | Hopeful – “Is it worth the investment?” | Curiosity – “What’s behind this premium wall?” | Engaged – “Loyalty rewards, regular updates!” | Proud – “I’m part of a cool gaming community!” |

TEAM BRAIN STORMERS: (SECTION D)

HARSHITA JAIN

K.AKHIL

YESHWANTH REDDY

ANJANEYULU

CHAITHANYA