

# Anna's Journey Map

## Fitness Journey

STEPS	ANTICIPATION	BEGIN	ENGAGE	FEEL THE DIFFERENCE	COMPLETION
EMOTIONS & THOUGHTS					
THOUGHTS AND INTERACTIONS	<p>"I feel tired and bloated all the time, may be I will if I lose a little bit, I will feel better"</p> <p>Anna</p> <p>+</p> <p>"Your skin needs help. Maybe you should watch what you eat"</p> <p>Anna's friends</p> <p>+</p> <p>"You are beautiful hon. You need to know more about how to get the right nutrition and you will be fine in no time"</p> <p>Anna's mother</p> <p>→</p>	<p>"I need to be healthier this summer"</p> <p>Anna</p> <p>+</p> <p>Anna has defined her fitness goals</p> <p>↓</p> <p>She searches for an app on the app store</p> <p>↓</p> <p>She likes FitLiving app on the store and downloads it</p> <p>→</p>	<p>Anna registers on the app</p> <p>↓</p> <p>She likes the product and continues to use it</p> <p>↓</p> <p>Discontinues to use the product Reasons: After a while she lost her motivation and began to find it to difficult to track</p> <p>↓</p> <p>She religiously tracks her diets and exercise on the app</p> <p>↓</p> <p>"I have never felt better - my bloating is gone for good"</p> <p>Anna</p> <p>→</p>	<p>Anna continues to track her diet and exercise</p> <p>↓</p> <p>She begins to see some visual difference and starts to receive compliments</p> <p>+</p> <p>"Wow! Look at Anna. So glowing"</p> <p>Anna's friends</p> <p>+</p> <p>"The app is really working. I'm very happy, I will continue to use it."</p> <p>Anna</p> <p>→</p>	<p>Anna is very motivated and continues to track her diet and exercise</p> <p>↓</p> <p>She explores more functions like tracking nutrients and water</p> <p>↓</p> <p>She needs to spend more time on tracking, but she's happy with her results</p> <p>↓</p> <p>She finally reaches her end goal</p>
FEELINGS					
KEY POINTS	Anna is accepting that she needs a mobile app to take care of her needs.	Anna might explore a few apps before she becomes a user for FitLiving.	The user may be de-motivated here and we may need to provide some morale boost/inspiration at this phase.	Now the user has confidence that the product works, so this is time to persuade for premium membership.	The user has achieved her set goals. The users may be inclined to dis-continue the product use or the user may become premium user, as they have proof that the app works well for them.