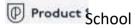


Customer experience journey map

use this framework to better understand customer needs, motivations, and Obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize inter, 'iews and observations with real people rather than relying on your hunches or assumptions.



Share template feedback



Document an existing experience





Sarah Jenkins

Age: 25 - 30 years, corporate employee. Always on a busy schedule, relies on mobile apps for setting schedules.

- An app that returns updated ticket prices.
- . The same app can also book tickets.

Sarah comes across an

ad on IG or FB.

Stage 2: Research

- A friend or friend-offriend shares a really great flight deal on social media.
- An app that returns updated ticket prices
- The same app can also book tickets
- · Sarah follows the app download link and is redirected to either Play Store or App Store
- Sarah looks up "Travelter" on Google.
- · Sarah reads about the
- app in detail.
- Sarah downloads the app and registers as a free user.
- Sarah gets a 3 day free trial.
- Sarah checks out free "deal cards".
- She wants to sign up our newsletter

- After 3 days, Sarah can only access 25% of the deal cards
- She get trial period is over and that she can upgrade to paid subscription or stay a free member.
- Scenario & Sarah pays for subscription.
- Scenario 2: Sarah remains a free member.

TOUCHPOINTS:

- Social media presence:
- Ads
- . Page posts
- Landing page • Blogs
- News releases
- Play Store/App Store presence
- Sign up page
- 3 day trial notification. · Updated 'deal cards' Welcome email
- Best ticket prices . Consistent flow of
- "deal cards" Follow up survey
- Emails