

Innovative Product

Y R Creatine

User Persona: Yash Reddy

Age:26

Gender: Male

Occupation: Marketing Specialist

1)Awareness:

User Actions:

User watch the ads of the influencer of using Atom creatine and growth and improvement of this product.

Touch Points:

1)Social Media Ads Promoting Atom Creatine

2)AI customized for workouts and usage of Creatine.

3)Create App for the more details about the product.

User Thoughts:

“I need something that understands my busy lifestyle and customizes a plan that’s right for me and my lifestyle”

Emotions:

“Curious but sceptical, seeking solution to meet their muscle building improvement and improve immune system more efficiently”

Pain Points:

Concern about whether the Y R Creatine will suit the specific fitness goals or body muscle building can provide personalize workouts.

2)Consideration:

Touch Points:

1.User explores the features of creatine: through website the taste, how many types of proteins, vitamins are there to improve fast body muscle building.

2.They check user reviews, ratings and testimonials.

User Action:

1.User can buy small pack of creatine for free as test product.

2.Can see the growth in the body muscle development and feels always energetic.

Pain Points:

1.Unclear about how much creatine should be taken and how many scoops should be taken.

2.How should we take creatine directly or with water no idea.

3.Unclear about how creatine works

Emotions:

“Optimistic but cautious, willing to give it a try if it promises real, personalized results”

3)Onboarding Stage:

Touch Points:

1.User Create a website and also setup AI app and sync it with their wearable device to know about their body muscle Improvement & how should creatine be taken.

2.The app helps to know about the workout for fast body muscle growth with the help of taking Creatine. Preferences will be shown.

User Actions:

1. Completes a profile and provides necessary workout and creatine usage data for different age groups and gender.
2. Follow an introductory workout and creatine usage and receives instant feedback on form and effort.

Pain Points:

1. Difficulty in syncing wearable devices.
2. Confuse about how the app will work and analyse their data delivers recommendations.

Emotions:

“Eager to start but potentially frustrated by tech hiccups or too much information”

4)Active Use Stage:

Touch Points:

1. Daily website checking: User receives personalized workout plans and creatine intake and time management based on analytics of app and website.
2. Notification about progress, reminders and tips to enhance the performance for body muscle building.

User Actions:

1. Complete regular workout and regular intake of creatine which helps calories burned, fat burned and build the new body muscle.
2. Engages with community features for motivation, shares progress or ask question about creatine and about improvement in body muscle building.

Pain Points:

1. Over Reliance on app recommendations without fully understanding the logic.
2. Lack of motivation during a plateau phase in their muscle building and fitness journey.

Emotions:

“Feeling empowered and motivated during progress, but potentially discouraged during a lack of visible improvements.

5) Retention Stage

Touch Points:

Touch Points:

1. Weekly progress reports from the AI on fitness milestones.
2. Emails with personalized fitness challenges, new content, and feature updates.

User Actions:

1. Sticks to a workout routine due to consistent AI support.
2. Refers the app to friends or family, contributing to a referral program.

Pain Points:

1. Data overload from too many insights, leading to decision fatigue.
2. Could lose interest if there's a lack of variety in workout suggestions.

Emotions:

“Proud of accomplishments and forming a habit, though can experience phases of stagnation and boredom”

6)Advocacy Stage

Touch Points:

1. User shares positive experiences on social media or writes reviews on app stores.
- 2.Participates in fitness challenges and AI-hosted competitions, earning badges or rewards.

User Actions:

- 1.Becomes a loyal advocate, consistently using the app, upgrading to premium features, or purchasing related wearables.
2. Engages with the app's community forums to share tips and success stories.

Pain Points:

- 1.The premium upgrade might be too expensive for some, reducing accessibility.
- 2.Advanced users might feel the AI isn't providing new challenges after a long period of use.

Emotions:

“Excited to see continuous improvement and eager to share success with others”

Summary of the Journey

Key Touch Points:

- 1.Awareness through ads, app setup, AI feedback, wearable sync, community engagement.

Emotions Throughout:

“Curiosity → Optimism → Frustration (during setup) → Motivation → Pride (when seeing progress) → Occasional boredom”

Opportunities:

1. Providing detailed information to prevent over dose.

2. Providing more dynamic workout suggestions for fast body muscle growth.

- Offering health and filtered and lab tested creatine for good health and immune system.

This journey map can help identify areas where the product can enhance user satisfaction and improve retention by addressing key