






# Customer Journey Map Petvet



This map reflects the complete journey from first contact to long-term perception of the product by a customer

Journey Steps	Awareness	Consideration	Decision	Retention	Advocacy
<b>Action</b> What does the customer do? What information do they look for? What is their context?	<ul style="list-style-type: none"><li>Discovers the app through social media or word of mouth</li></ul>	<ul style="list-style-type: none"><li>The user compares PetVet with others alternatives</li></ul>	<ul style="list-style-type: none"><li>Decides to stick with PetVet and starts booking vet appointments.</li></ul>	<ul style="list-style-type: none"><li>Starts saving pets information and past appointments</li></ul>	<ul style="list-style-type: none"><li>Recomends to friends and family</li></ul>
<b>Goals</b> What does the consumer want to achieve or avoid?	<ul style="list-style-type: none"><li>Find a convenient way to reserve vet appointments.</li></ul>	<ul style="list-style-type: none"><li>Find the best solution to the problem</li></ul>	<ul style="list-style-type: none"><li>Reserve vet appointments from PetVet</li></ul>	<ul style="list-style-type: none"><li>Have all their pet's information in one place</li></ul>	<ul style="list-style-type: none"><li>Help their family find a solution to their pets problems</li></ul>
<b>Feelings</b> What is the customer feelings? Try to express it with emojis.					
<b>Opportunities</b> What could we improve or introduce to meet consumer's needs?	<ul style="list-style-type: none"><li>Help the consumer find a veterinary</li></ul>	<ul style="list-style-type: none"><li>Provide a fast and easy way for the consumer to select their vet</li></ul>	<ul style="list-style-type: none"><li>Facilitate the process of booking an appointment</li></ul>	<ul style="list-style-type: none"><li>Provide a space for the consumer to save all the important information about their pet</li></ul>	<ul style="list-style-type: none"><li>Offer special deals to recurring users</li></ul>
<b>Action</b> What does the customer do? What information do they look for? What is their context?	<ul style="list-style-type: none"><li>Search for solutions to their pet's problems</li></ul>	<ul style="list-style-type: none"><li>Search for more options</li></ul>	<ul style="list-style-type: none"><li>Books an appointment to the vet</li></ul>	<ul style="list-style-type: none"><li>Add all their pets to the app</li></ul>	<ul style="list-style-type: none"><li>Talk to their close circle about the app</li></ul>

## Resources



ANGRY



BAD



NEUTRAL



HAPPY



SO HAPPY

## Notes

Use this space to add any additional information or insights that you have gathered during the research process.