Customer Journey Map for a Survey App

| **Stage** | **User Actions** | **User Thoughts/Feelings** | **Touchpoints** | **Opportunities for Improvement** |
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| **1. Awareness** | Sees ads, GitHub repo, or blog posts | *"Is this better than Google Forms?"* | Social media, dev communities, app stores | Highlight unique features (e.g., real-time analytics) |
| **2. Consideration** | Tests demo, compares features | *"Can I customize surveys deeply?"* | Landing page, GitHub README, demo video | Add feature comparison table, pricing tiers |
| **3. Onboarding** | Signs up, watches tutorial | *"Hope setup is faster than Typeform!"* | Email guides, in-app tooltips | Interactive walkthrough, template library |
| **4. First Use** | Creates a survey, shares link | *"Is the editor intuitive?"* | Survey builder, preview mode | Drag-and-drop UI, AI question suggestions |
| **5. Regular Use** | Analyzes responses, edits surveys | *"Can I export data easily?"* | Dashboard, export options | One-click PDF/Excel reports, auto-charts |
| **6. Advocacy** | Shares surveys on LinkedIn | *"My team loves this—should recommend!"* | Referral links, embeddable surveys | Incentivized sharing (e.g., premium credits) |
| **7. Retention** | Upgrades to pro, uses templates | *"Is the paid plan worth it?"* | Subscription prompts, feature locks | Freemium perks (e.g., branded surveys) |