



TracFone Wireless

PROJECT TYPE: USER ACCOUNT PANEL CREATION

CUSTOMER JOURNEY MAP FOCUS - SERVICE RECHARGE



JOANNE TUCKER

Student w/ Limited Credit
Age: 19




- Wants an affordable plan with unlimited data and minutes
- Doesn't have credit history or reliable job to get monthly contracts



GRACE GALE

Senior Budget-Conscious
Age: 70

- Wants an affordable mobile communication to keep in touch with family and emergencies.
- Doesn't manage own phone service. Part of a Family Plan

Phase	Awareness	Consideration	Decision
 Thought	"I need to recharge my mobile phone service and extend its validity."	"Let's search online or ask friends or family how to recharge my service. Research on available plans, pricing and customer reviews. "	"I want a plan that fits my data and call minutes usage and my budget to purchase online. "
 Action	Takes a decision on what plan to buy	Looks for "Prepaid Phones Services" in different search engines	Chooses the best option for the best price and becomes a paid user
 Experience	Ads Surveys Free workshops Recommendation	Monthly Phone Service Competitor Prepaid Service Brochure	Create My Account Constant User Online Purchase Less Customer Service Calls