

Customer Journey Map-LearnHub

Exploring, enrolling, learning, completing and reviewing an online course

Steps	INTERACTIONS This parcelkerascshots folqjrest Placee Pepple	GOALS & MOTIVATIONS liral seaded have ihvenote, pasol obooit tat liveinfriung, cently or bam orrmuse wrr Luide?	NEGATIVE MOMENTS Regions typical (poyoor)	AREAS OF OPPORTUNITY Who access and a mode her
Visit LearnHub site / app	Learner opens the LearnHub platform for first time	Discovering a course that actually matches their interests	Discovering a course that doesn't match their interests	Confusion due to too many choices for courses of interest
Sign up / log in	Creates an account or logs in	Discovering a course that actually matches their interests	'Watch' me spend what I've learned with a certificate	Confusion due to too many choices for courses to choose from
Browse courses	Creates an account or logs in	Help me explore what I want to learn about and a learning experience	Help me get what I've learned with a certificate	Help me discover when what to learn with a certificate
Enroll in a course	Enroll in a course	Learn more about the course and complete a warranty	Help me continue what I've learned with a certificate	Help me ensure that I've learned with a certificate
Start learning	Start learning	Start learning to get complete experience	Help me ensure what I've learned with a certificate	Help me prove what I've learned with a certificate
Mark complete & get certificate	Mark complete & get certificate	Marks completion and get a Certificate	Help me ensure what I've learned with a certificate	Easy access to the course content
Leave feedback a review	Leave feedback / review	Leave a review or get a certificate	Help me continue what I've learned with a certificate	Online video mode or downloadable notes
Get recommended courses	Get recommended courses	Revisit course or new courses - Hqs	Leave feedback or start new learning at LearnHub	Gamify it with points or badges to encourage learning