
























Customer Journey Map - Podcast Creation Experience

	Awareness	Consideration	Decision	Discovery	Evaluation	Subscription	Retention			
STAGE DESCRIPTION	Becomes aware of podcast thorough word-of-mount, ads, social shares, internet etc.	Considers listeneing to podcast based on topic relevance, reviews, recommnedations, interests & other factors	Post listening to first episodes based on perceived value of entertainment, quality of recommendations, ease of listening decides to make a podcast	Tries to identify different platforms to create a podcast	Evaluates various podcast creating platforms based on personal preferecnes, popularity, user interface, demand and several other factors	If impressed by one platform, decides to subbscribe as a creator and start making podcast	Becomes a loyal user/advocate of the platform/application to make podcast, shares with network to increase user engagement to his/her/their content			
STEPS	<ul style="list-style-type: none">• New user<ul style="list-style-type: none">◦ Identifies Spotify, Youtube, Apple podcasts• Existing podcast listener<ul style="list-style-type: none">◦ Opens Spotify app	<ul style="list-style-type: none">• Opens Spotify app on phone, laptop• Browses suggestions and recommended playlist• Chooses a playlist	<ul style="list-style-type: none">• Listens to selected playlist & continues to listen/subscribe to podcasts with familiar topics• Discovers interest in making a podcast• Decides to start making a podcast	<ul style="list-style-type: none">• Googles potential podcast creating platforms• Identifies Anchor & YouTube as potential options	<ul style="list-style-type: none">• Evaluates each platform• Lists down the features of each• Skims thorough reviews of differernt platforms and compares each of them	<ul style="list-style-type: none">• Opens Anchor by Spotify• Impressed by the seamless UI, features offered to create a podcast• Finalizes and subscribes as a podcast creator on Anchor	<ul style="list-style-type: none">• Creates monthly podcasts on interested topics• Creates a trialer for each episode to give a preview of upcoming content• Uses the embedded analytics feature to modify/improve content & increase user base			
THOUGHTS	"I listen to podcasts to engage in tech topics, autobiographies and hear people's viewpoints on those topics"	"I usually go the to "you might also like this" section "I love to see the podcasts which are popular at the moment"	"I listen to the tech genre everyday and follow almost every creator in this domain. I would love to try to create and share content/my perspective on certai topics with others"	"Why does it have to be so tedious to find a good platform. That's really annoying" "What things do I need to consider before I start a podcast? I wish there was something I am familiar with"	"I will create a pros/cons list to identify the best platform" "Well the reviews are mixed ones but each platform seems to have some unique features"	"This was easy. Spotify already has Anchor to help create podcast and the features and UI seems familiar" "Oooo. There are some pretty gfood features here which will be helpful in making this journey fun and easy"	"I feel like the analysis provided is really helpful" "I would love to see what my subscribers think about the content in my podcasts" "I share a trailer prior to every episode to get my listeners excited"			
TOUCHPOINTS				  	  	 	 			
FEELINGS	 Neutral Wants to listen to podcast	 Excited To see suggested & recommended podcasts	 Stoked To find relevant interesting podcast & discover interest in making one	 Curious To see what platforms /things to consider to make a podcast	 Confused To select a tool to start podcast creator journey	 Exhausted Having Googling for days to find the right platform comparing features	 Frustrated To have to identify features on multiple website with myriad of information/conflicting views	 Astonished To know Anchor by Spotify already existed for podcast creation	 Overjoyed To confirm Anchor supports amazing features to create podcast and checks all boxes	 Happy To make positive progress in making a podcast using Anchor and its features