CT&DT – SPSU- “ TEAM ANONYMOUS” - JOURNEY MAP-TASK#05

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| --- | --- | --- | --- | --- | --- |
| Stages | Awareness | Consideration | Purchase | Retention | Advocacy |
| Goals and objectives | Increase app downloads | Convince users to start the trial or subscribe to premium | Enhance user experience with workout tracking features | Improve user retention by keeping them engaged long-term | Foster a community that shares fitness goals |
| Touch Points/Channels | Social media ads, app store visibility | Free trial, personalized recommendations | Workout tracking, progress analytics | Push notifications, progress rewards | Social media, in-app challenges |
| User Thoughts & Concerns | How effective are the workouts ? | Will this app fit my fitness goals and schedule? | Are premium features worth paying for? | Will I stay motivated to continue using this ? | Is the community supportive and motivating? |
| Emotions | Curious – Interested in fitness solutions | Excited – Eager to try workouts and see results | Confident – Ready to track progress and commit to workouts | Motivated – Engaged by progress, notifications and rewards | Empowered-Sharing progress and encouraging others |

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