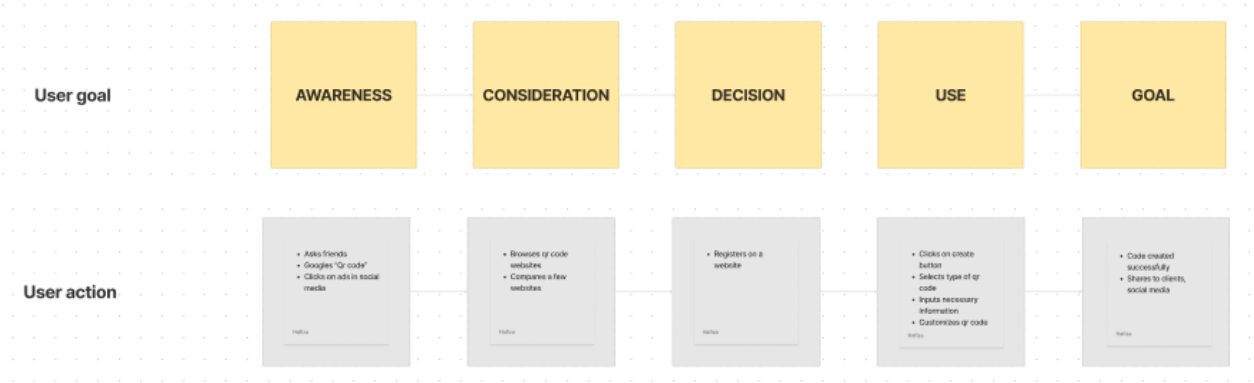
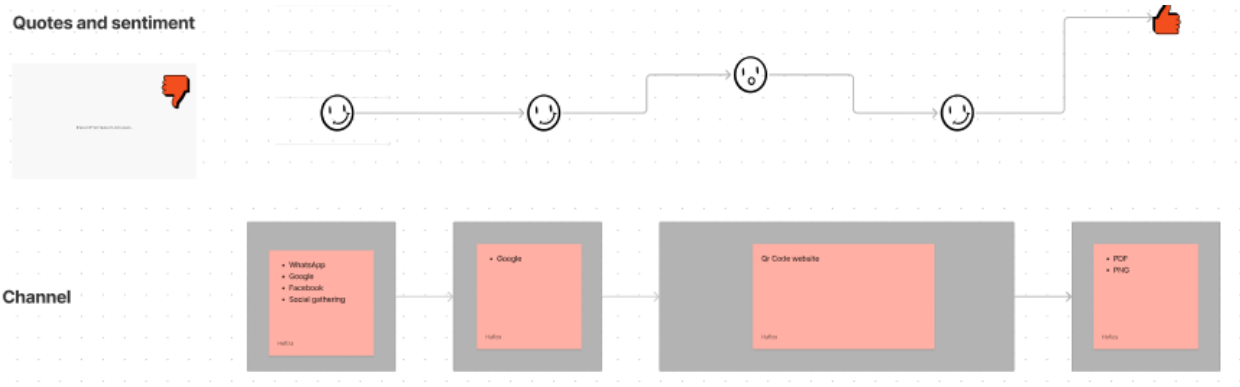
USER JOURNEY OUTLINE

User goal	AWARENESS	CONSIDERATION	DECISION	USE	GOAL
User action	1. Asks friends 2. Googles “Qr code” 3. Clicks on ads in social media	1. Browses qr code websites 2. Compares a few websites	Registers on a website	1. Clicks on create button 2. Selects type of qr code 3. Inputs necessary information 4. Customizes qr code	1. Code created successfully 2. Shares to clients, social media
Quotes and sentiment	Nervous	Nervous	Happy	Nervous	Satisfied
Channel	1. WhatsApp 2. Google 3. Facebook 4. Social gathering	Google	Qr Code website	Qr Code website	PDF PNG

PICTURE VIEW

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