Project Planning Phase Customer Journey Map

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| Date | 12 April 2025 |
| Team ID | SWTID1743512046 |
| Project Name | Tune Trails |
| Maximum Marks | 4 Marks |

**Customer Journey Map**

A customer journey map helps your project by identifying what users experience at each stage, from discovering the app to booking and reviewing appointments. It highlights pain points and opportunities to improve the user flow. This ensures a smoother, more user- friendly design and better overall satisfaction.

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| **Stage** | **User Action** | **System Response** | **Touchpoints** | **Emotions/Goals** |
| **Discovery** | **User hears about the platform via friends/social**  **media** | **“Is this app worth trying? Is it better than Spotify or**  **others?”** | **Social media, ads, word-of-mouth** | **Curiosity, Music Discovery** |
| **Registration** | **User signs up or**  **logs in via**  **email/social media** | **Stores user details in DB and creates personalized music profile** | **Sign-up/Login page** | **Ease of use,**  **Personalization** |
| **Music Exploration** | **User browses**  **genres, charts,**  **and**  **recommendations** | **Displays personalized music suggestions based on listening history** | **Browse page, recommendation algorithm** | **Excitement, Musical Diversity** |
| **Playlist Creation** | **Creates and customizes personal playlists** | **Saves**  **playlist, suggests similar tracks** | **Playlist editor,**  **library** | **Creativity, Self-Expression** |
| **Listening Experience** | **Plays music,**  **uses**  **playback controls** | **Streams music, syncs across devices** | **Player interface, device sync** | **Immersion, Mood Enhancement** |
| **Social Interaction** | **Shares track, follows artists/friends** | **Generates social feed, connection notifications** | **Share**  **buttons, social feed** | **Connection, Music Sharing** |

**User Journey:**

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| **Stage** | **Activities** |
| **Awareness** | * **Discovers platform through search, social media, or referral** * **Explores homepage to understand service offerings** * **Views featured playlists and artist highlights** |
| **Registration/Login** | * **Creates account with email or social login** * **Completes music preference profile** * **Sets up listening preferences and notifications** |
| **Music Discovery** | * **Explores genres, mood-based playlists** * **Follows favorite artists and creates initial playlists** |
| **Personalized Experience** | * **Selects preferred date and time slot** * **Specifies reason for visit and symptoms** * **Chooses appointment type (in- person/video/phone)** * **Confirms appointment details** |
| **Social and Sharing** | * **Follows friends and artists** * **Shares tracks on social media** * **Collaborates on shared playlists** |