Customer Journey Map

LIFECYCLE STAGE	AWARENESS	CONSIDERATION	ONBOARDING	CONVERT & RETAIN

USER EXPERIENCE

	AWARENESS	CONSIDERATION	ONBOARDING	CONVERT & RETAIN
TOUCH POINTS & SCORECARD	Radio / Social Ads Elk River WebSite App Website (optional)	Booking Options App Store Reviews App Design Registration (optional)	Serach Tab Application Usability Locals Responsiveness	Payment Process In-App Bundle Actual quality of service (on field) Email Promotion
CHALLENGES	Bad Reputation (spill) Online Awareness	GDPR for data management Color / Design to attract customer Nearby (better?) Fishing Spot	Locals Responsiveness UI Responsiveness Not intuitive Design	App reputation relies on every single local behaviour (working with the service) Not attractive offers Spam

RECOMMENDATION

	AWARENESS	CONSIDERATION	ONBOARDING	CONVERT & RETAIN
METRICS	Bounce Rate CTR (click through rate) Conversion Rate	N. Download Registration (optional)	N. working clients	N. prenotations
Improvement Opportunities	Campaign	Review Management	Usability test Info Update	Locals service check