## Customer Journey Map

LIFECYCLE **CONVERT & DOWNLOAD APP USING APP** REGISTRATION STAGE RETAIN **USER EXPERIENCE Pricing** App name Call-to-action title App user friendly TOUCH Usefulness Payment methods Registration form App design **POINTS & SCORECARD** Integration with other **Updates** Content existing systems Multiple platforms Risk asking too many - Too complex to use Get right pricing personal information supported Multiple payment methods Not enough functionality **CHALLENGES** - Make app known Catchy CTA New ideas to keep app Fees to integrate with other systems updated and users engaged RECOMMENDATION % that keep the app installed - Average time spent using the app - Number of registered users Number of downloads compared to total downloads **METRICS**  % paying - Number of requests/searches - Reviews made by each user Active users % that update the app when asked Questionnaire for better CTA titles - Testing - Implement feedback system - Implement mailing/notification systems for updates **Improvement** Streamline form Advertising Add the fees to customer's bill. **Opportunities** Signup using others platforms like - Monthly poll for new functionality Facebook/Google etc... - PR/Support employee

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LIFECYCLE STAGE	AWARENESS	CONSIDERATIO N	ONBOARDING		CONVERT & RETAIN				
USER EXPERIENCE ———————————————————————————————————									
TOUCH POINTS & SCORECARD									
CHALLENGES									
RECOMMENDATION ————————————————————————————————————									
METRICS									
Improvement Opportunities									

## **Customer Journey Map Template**

Stage	Awareness/Discovery	Consideration/Research	Decision/Purchase	Post-Experience
Touchpoints				
User Experience				
Actions				
Motivations				
Questions				
Pain Points				
Overall Satisfaction				
Customer Experience	Positive Neutral Negative			
Recommendations				
Ideas for Improvement				