

Customer Journey Map

Zone A



Tiny Tony

SCENARIO

- Want to learn coding from online but have no idea where to start
- Decided to use AI-powered Tutor

GOALS AND EXPECTATIONS





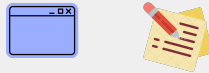









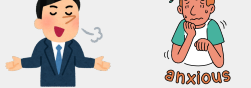

Receive recommendations about easy to learn courses for beginners and carrer pathway

Expect an all-in-one learning platform where she can watch lectures,code,take notes,. and parctice.

Expect AI to give out accurate notes and subtitles, feedbacks and necessary supplementaries.

Zone B & C



	AWARENESS	CONSIDERATION	COURSE RECOMMENDATIONS & REGISTRATION	LEARN	NOTES AND PRACTICE	QUIZS, PROJECTS	FEEDBACKS AND SUPPLEMENTARIES	CARRER PATH RECOMMENDATIONS
ACTIONS	<ul style="list-style-type: none">• Learn about Website from Social Media and Ads• Search and Visit the Website	<ul style="list-style-type: none">• Explore Features• Read reviews about website• Compare with similar websites	<ul style="list-style-type: none">• Browsing available courses• receiving AI-driven suggestions• signing up.	<ul style="list-style-type: none">• Watching video lectures• reading material• participating in assignments and projects	<ul style="list-style-type: none">• Taking and organizing notes while learning.• Practice coding	<ul style="list-style-type: none">• Takes quizzes and exams generated by AI• Take on personalized Projects	<ul style="list-style-type: none">• Receive AI-driven Feebacks and Supplementaries lessons based on results	<ul style="list-style-type: none">• Recieve AI suggested career paths• do mock interviews• resume building.
TOUCHPOINTS	Social media, Ads, Website, Word of mouth 	Website, Reviews article 	Website, Course catalog, AI recommendations, signup page 	Website, Video library, Lectures Catalog 	Website, User Dashboard(Notes taker, coding space) 	Websites 	Webiste, User Dashboard(feedbacks space) 	Website, User Dashboard (Carrer Toolkit) 
EXPERIENCE/ EMOTIONS	Curious, Interest 	Interested but Cautious 	Hopeful, a bit scared, and motivated. 	Engaged, eager, excited 	Productive, focused, and burn out 	Confident (if doing well), frustrated (if struggling) 	Proud and Anxious about results 	Motivated but Uncertain 
PAIN POINTS	<ul style="list-style-type: none">• NOT sure about the clear benefits of using website from social media and ads	<ul style="list-style-type: none">• Only written reviews from Previous users• Unclear Pricing and no trial or demos	<ul style="list-style-type: none">• Overwhelmed by choices,	<ul style="list-style-type: none">• NEW information overload	<ul style="list-style-type: none">• getting tried due to the overwhelming amount of materials to practice	<ul style="list-style-type: none">• difficulty understanding mistakes	<ul style="list-style-type: none">• Generic or unclear feedback• Too much supplementaries lessons	<ul style="list-style-type: none">• Unclear career roadmap• job market uncertainty
SOLUTIONS	<ul style="list-style-type: none">• Engaging marketing, clear messaging	<ul style="list-style-type: none">• Give out free trail and demo videos	<ul style="list-style-type: none">• improve the AI-course suggestions to give only relevant courses which the users wants	<ul style="list-style-type: none">• Turn lessons to gamified progress tracking	<ul style="list-style-type: none">• Fun way to remembered materials	<ul style="list-style-type: none">• hint-based learning	<ul style="list-style-type: none">• Detail and actionable insights• Relevant and Smart supplementaries	<ul style="list-style-type: none">• Personalized career guidance,