User Journey Flow for Your TutorEase Project

Based on the details of your TutorEase app (a Canadian mobile tutoring platform with features like tutor search, AI chatbot, booking, subscriptions, progress tracking, and gamification), I've created a custom user journey map. This assumes a primary user persona: a parent or student seeking tutoring. It's structured as a table for clarity, mapping stages, actions, touchpoints, emotions, and opportunities. This can be visualized in tools like Figma (as you used for prototyping).

Stage	User Actions/Goals	Key Touchpoints in App	User Emotions/Thoughts	Pain Points	Opportunities for Improvement
Awareness	Discovers the app via app store, ad, or recommendation; seeks help for child's math struggles.	App store listing, marketing email, or social media ad.	Curious but skeptical: "Is this better than generic tutors?"	Overwhelmed by options; distrust of unverified tutors.	Highlight Canadian curriculum focus and free AI trial in ads.
Onboarding	Downloads app, creates account, selects role (parent/student).	Splash screen → Role selection → Login/Register → Profile setup (e.g., grade level, province).	Excited but impatient: "Quick setup, please."	Confusing role choice if dual users.	Add quick AI chatbot demo during signup for instant value.
Exploration	Browses tutors, uses AI for quick help, views events/challenges.	Home feed → Tutor search (filters: curriculum, availability) → AI chatbot query → Events tab.	Engaged: "Love the red accents and gamified previews!"	Difficulty finding exact match without search bar.	Integrate provincial filters prominently; suggest tutors based on AI interactions.

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Decision & Booking	Selects tutor, checks availability, books session or subscribes.	Tutor profile → Calendar sync → Booking flow → Payment (subscription tiers with "Most Popular" badge).	Motivated but cautious: "Is this affordable and secure?"	Unclear scheduling steps; non-working buttons in prototype.	Add numbered steps, loading states, and Canadian payment confirmations (e.g., Interac).
Engagement	Attends session, chats, tracks progress.	In-session screen (video/whiteboard) → Post-session rating → Progress dashboard (graphs, badges, streaks).	Satisfied and rewarded: "Kid's streak is motivating!"	Communication tool glitches; unclear progress metrics.	Gamify more with red accents for kids; add session recordings for review.
Retention & Advocacy	Reviews progress, rebooks, shares achievements.	Notification center → Dashboard updates → Social share or referral.	Loyal: "This transformed our learning routine."	Forgetting to rebook; no parent-only chat.	Send motivational notifications; enable family sharing for multi-user tracking.
Offboarding (Rare)	Cancels subscription or deletes account.	Settings → Account management → Feedback form.	Disappointed: "If it doesn't fit anymore."	Complicated cancellation.	Simplify with one-tap cancel and exit survey for insights.