

TASK 5 : USER JOURNEY MAP

User Persona

****Name:** Sarah**

****Age:** 35**

****Occupation:** Marketing Manager**

****Tech-savvy Level:** Moderate**

****Goals:** Reduce energy bills, manage home energy usage efficiently, contribute to sustainability.**

Stages of the User Journey

1. **Awareness**

- ****Touchpoints:**** Social media ads, blog articles, online reviews.
- ****User Actions:**** Researching energy-saving solutions, comparing products.
- ****Feelings:**** Curious, hopeful.
- ****Pain Points:**** Overwhelmed by choices, skeptical of claims.

2. **Consideration**

- ****Touchpoints:**** Product website, online forums, friends' recommendations.
- ****User Actions:**** Reading FAQs, watching demo videos, joining webinars.
- ****Feelings:**** Interested, cautious.
- ****Pain Points:**** Uncertainty about installation, pricing concerns.

3. **Purchase**

- ****Touchpoints:**** E-commerce platform, customer support chat.
- ****User Actions:**** Adding product to cart, applying discount codes, completing purchase.
- ****Feelings:**** Excited, anxious about investment.
- ****Pain Points:**** Complicated checkout process, delivery time uncertainties.

4. ****Onboarding****

- ****Touchpoints:**** Product packaging, user manual, onboarding app.
- ****User Actions:**** Unboxing, following setup instructions, connecting devices.
- ****Feelings:**** Accomplished, slightly frustrated if issues arise.
- ****Pain Points:**** Technical difficulties during setup, lack of clear guidance.

5. ****Usage****

- ****Touchpoints:**** Mobile app, notifications, customer support.
- ****User Actions:**** Monitoring energy usage, adjusting settings, accessing tips for saving energy.
- ****Feelings:**** Empowered, satisfied when seeing results.
- ****Pain Points:**** App glitches, complexity of features, lack of personalized suggestions.

6. ****Support****

- ****Touchpoints:**** Help center, community forums, live chat.
- ****User Actions:**** Seeking help for issues, providing feedback, updating app.
- ****Feelings:**** Frustrated if support is slow, relieved when issues are resolved.
- ****Pain Points:**** Long wait times, unclear support documentation.

7. ****Loyalty****

- ****Touchpoints:**** Email newsletters, loyalty programs, social media engagement.
- ****User Actions:**** Sharing experiences on social media, referring friends, participating in surveys.
- ****Feelings:**** Valued, proud to advocate for sustainability.
- ****Pain Points:**** Lack of ongoing rewards, feeling forgotten post-purchase.