



CUSTOMER JOURNEY MAP KARA

	AWARENESS	CONSIDERATION	PURCHASE	RETENTION
ACTIVITIES	Sees a friends social media post about the app	Research details about how the app works	Create an account and a challenge	Create a wide range of "activities"
MOTIVATIONS	See what her friend is doing	Make money and keep fit	Try to see if the app would give results	Commit to lifestyle
EMOTIONS	Intrigued	Curious	Interested	Eager
BARRIERS	Competition	Non-intuitive structure	Inability to generate wanted results	Dependent on her own efforts



CUSTOMER JOURNEY MAP JOHN

	AWARENESS	CONSIDERATION	PURCHASE	RETENTION
ACTIVITIES	Sees Kara's social media post	Researches workouts/ group activities/ challenges	Tries a workout	Tries a challenge
MOTIVATIONS	start being active in a easy way	Find something the would be a nice starting point	Improve lifestyle	Commit to lifestyle
EMOTIONS	Intrigued	Curious	Excited	Eager
BARRIERS	First time experience; Competitors	Too much available information and activities	Difficulty	Price; Difficulty