Customer Journey Map

| | | | incoding, and | COIN | ducting offinite | mee | tings via VIDO (| ПАІ |
|-----------------------|--|----------|---|----------|--|----------|---|--|
| | Steps | | Enter | | Engage | | Exit | Extend |
| Steps | Search for an online mee- ting tool | → | Visit video chat website | → | Schedule a meeting with participants | → | Hold an online meeting | Leave a feedbad or consider premium upgrade |
| Interactions | Visit search engine | | Browse homebage | | Go to scheduting form | | Meet with others efficiently | Share my experience o upgrade for more features |
| Goals/ Motivations | Find a free and easy way to meet online | | Learn more about the tool | | Choose a convenient time for a meeting | | Meet with others efficiently | Request testimonials / future opt-ins |
| Areas of opportunity | Highlight no- cost/low-barriers to entry | | Clearly present basic information | | Add reminders and calendar integration | | Emphasize call conmals and collaboration | Request testimonials/ future opt-ins |
| | Clearly present basic information | | Celdremiler information | | Emphasize call controis and collaboration | | Request testimonials/ future opt-ins | |