

Customer Journey Map for a Music Streaming App

Stage	User Actions	User Thoughts/Feelings	Touchpoints	Opportunities for Improvement
1. Awareness	Sees ads, hears from friends, finds on app stores	"Is this app worth trying? Does it have my music?"	Social media, word of mouth, app store	Use influencer marketing, clear app store visuals & reviews
2. Consideration	Browses website or app, reads reviews, watches demo	"What features does this app offer? Is it free?"	App landing page, YouTube demos, GitHub repo	Offer free trial, comparison with competitors, transparent pricing
3. Onboarding	Downloads and signs up, customizes preferences	"Hope this setup is easy and quick!"	Signup flow, welcome email, setup wizard	Simplify onboarding, use gamified or guided setup
4. First Use	Searches for songs, creates playlists	"How easy is it to find and play my favorite music?"	Home screen, search, player UI	Personalized recommendations, intuitive UI
5. Regular Use	Streams music daily, explores new releases	"This app fits my vibe — hope it stays updated!"	Push notifications, playlists, explore tab	AI-powered suggestions, mood-based playlists, social sharing
6. Advocacy	Shares playlists, invites friends	"I love this app! Let me share it with friends."	Social media share buttons, referral links	Reward referrals, create shareable moments
7. Retention	Subscribes to premium, uses offline mode	"Is the premium worth it? Are there enough perks?"	Subscription plans, emails, in-app offers	Bundle premium perks smartly (offline, ad-free, exclusive releases)