CUSTOMER JOURNEY MAP – BUTTERFLY CLASSIFIER APP

Stage	User Action	User Thoughts	User Feelings	Opportunities for Improvement
Awareness		Downloads the Butterfly Classifier app	🙂 Inquisitive	Include tutorial for new users
Consideration	Opens the app	Opens te app	😐 Uncertain	Make call-to-action more prominent
Interaction		I wonder if it will know this one	🙂 Hopeful	Support uncertain predictions with probality
Classification		That result arquick, but is it correct?	🙂 Surprised	Add option to save a species list
Result Review		Checks tne result against a field guide	🙂 Pleased	Add "Like" button to mark favorite species