











CUSTOMER JOURNEY MAP – BUTTERFLY CLASSIFIER APP

Stage	User Action	User Thoughts	User Feelings	Opportunities for Improvement
Awareness	 A woman is shown from the side, looking at a laptop screen. The screen displays a butterfly icon and the word "UPIGUS".	Downloads the Butterfly Classifier app	 Inquisitive	Include tutorial for new users
Consideration	 A woman is shown from the side, looking at a tablet screen. The screen displays a butterfly icon.	Opens the app	 Uncertain	Make call-to-action more prominent
Interaction	 A tablet screen displaying a butterfly icon and the word "CIASURY".	I wonder if it will know this one	 Hopeful	Support uncertain predictions with probability
Classification	 A woman is shown from the side, holding a tablet. The screen displays a butterfly icon and the word "Selenis".	That result is quick, but is it correct?	 Surprised	Add option to save a species list
Result Review	 A tablet screen displaying a plus sign (+).	Checks the result against a field guide	 Pleased	Add "Like" button to mark favorite species