

Customer Journey Map HealthCode

	Awareness	Consideration	Purchase	Service	Loyalty
Customer actions	Ads and content on social media attracts casual clicks during users' free time.	Users compare apps, check reviews and explore features before full commitment.	Users sign up via a short form to access snack and exercise content.	Users explore features and reviews before signing up.	Regularly using app features, give feedback and recommend to others.
Touchpoints	Users engage with fitness content and ads on social media and apps during free time or when seeking health solutions.	Users explore demos, reviews and features on landing pages and social media to evaluate the app.	Sign-up via landing pages, in-app prompts or social links using forms and CTAs.	Users explore demos, reviews and features on various platforms.	Engage via notifications, messages, emails and social communities for updates and offers.
Customer experience					
Pain Points	Overwhelming ads, unclear info, and low trust cause hesitation before trying the app.	Unclear values and low trust cause hesitation; users check reviews before trying them.	Privacy worries, unclear values and long forms cause sign-up friction.	Doubts and unclear info cause hesitation in evaluation.	Repetitive content and poor communication lower engagement.
Solutions	Clear messages, targeted ads and testimonials build trust and drive engagement on social media.	Clear benefits, free trials, and testimonials build confidence during evaluation.	Short forms, clear benefits and transparent policies ease signing up.	Clear benefits and testimonials boost confidence; simple design and transparent info ease evaluation.	Regular updates, personalized rewards and proactive communication sustain engagement.