

OASIS CO.

---

April 2024

# SEREN MIND

CULTIVATING CALM,  
NURTURING WELL-BEING



## FUNNEL ANALYSIS REPORT

Winter 2024 Product Management  
(PMGT-200-SA1)

### PRESENTED BY

Fenris Murshud  
#000757112



# TABLE OF CONTENTS

<b>About Oasis Co. and SerenMind</b>	<b>1</b>
<b>Customer Journey Maps And Analysis</b>	<b>2</b>
<b>Customer Journey Statistics Table</b>	<b>3</b>
<b>Customer Journey Statistics Table: Summary</b>	<b>4</b>
<b>Conclusion</b>	<b>5</b>
<b>Attributions and Citations</b>	<b>6</b>



---

# OASIS CO. AND SERENMIND

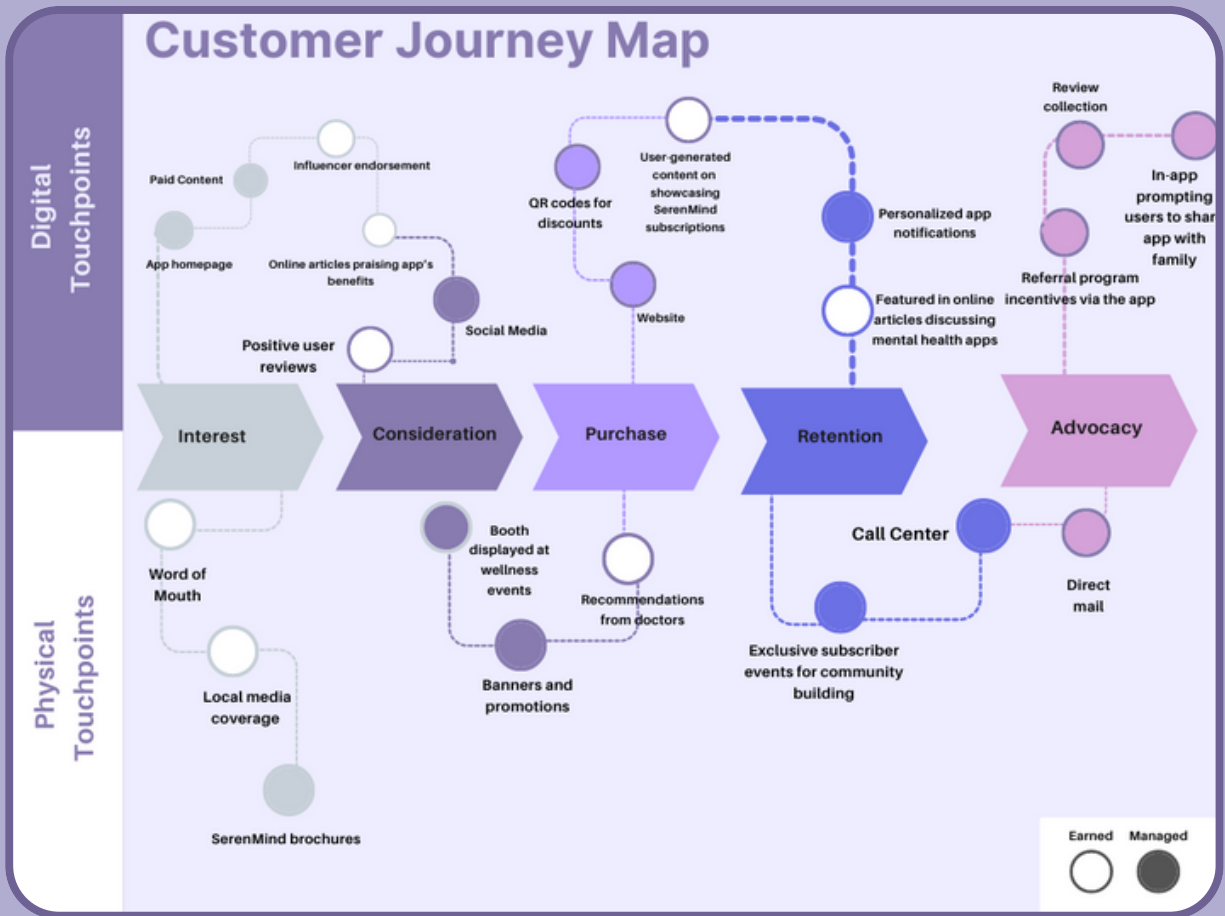
---

The creation of the SerenMind mobile app by Oasis Co. under the direction of Fenris Murshud is evidence of the company's dedication to progressing mental health treatment. Crafted with meticulousness and a dedication to putting the user at the forefront, SerenMind provides a wide array of functionalities designed to enhance overall health. The app provides a range of resources including personal mental health evaluations, meditation practices, and mood monitoring, to assist users on their mental health path. SerenMind also provides subscription options including reminders for medication and vitamins, tracking of meals, and access to personal diaries. The application also features a mental health assessment that enables users to evaluate their emotional wellness and receive customized suggestions, such as coping strategies, tailored to their responses.

SerenMind also offers motivational components such as a daily inspirational quote and an Oracle application to offer guidance and support to users. SerenMind epitomizes Oasis Co's dedication to enhancing people's well-being and vitality through its pioneering methods and dedication to fostering resilience and personal growth.



# CUSTOMER JOURNEY MAP AND ANALYSIS



The customer journey map for SerenMind identifies crucial touchpoints at different stages of the user's interaction with the mental health app. During the **"Interest"** phase, it is essential to create initial interest and awareness through strategies such as brochures, local media coverage, influencer endorsements, and the app homepage. The incorporation of social media during the **"Consideration"** stage broadens the app's audience and offers users a virtual space to interact with SerenMind's material and community, thus enriching their decision-making process and cultivating confidence in the app's services.

Advancing to the **"Purchase"** phase, the incorporation of QR codes offering discounts and user-generated content displaying subscriptions on the website simplifies accessibility and decision-making for users prepared to make a commitment to the app. Nevertheless, there is an opportunity to enhance the purchasing process through digital platforms by offering personalized recommendations aligned with user preferences and requirements.

Personalized app notifications, exclusive subscriber events, and call center support all work together to foster continuous engagement and satisfaction among users, ultimately leading to improved customer retention.

When it comes to **"Advocacy"**, the referral program rewards, in-app sharing prompts, and direct mail campaigns are designed to motivate users to promote SerenMind to their social circles. Nevertheless, it would be advantageous to monitor metrics such as referral conversion rates and user-generated content engagement to gauge the success of these efforts in generating word-of-mouth referrals and growing the app's user base.

**In his role as a product manager, Fenris would be responsible for making strategic decisions that impact the direction and success of the products.**

- Expanding marketing channels: Allocating resources towards a more inclusive digital marketing approach in order to connect with a broader audience and enhance visibility among individuals who are actively engaged in digital platforms.
- Enhancing methods to retain users: Employing data analytics to monitor user engagement metrics and pinpoint areas of enhancement in retention efforts, such as tailored notifications and exclusive events.
- Enhancing advocacy efforts: Tracking referral program effectiveness and user-generated content involvement to evaluate the influence of advocacy initiatives and improve tactics for fostering organic growth through word-of-mouth.

# CUSTOMER JOURNEY STATISTICS TABLE

FOR THE JANUARY, FEBRUARY AND MARCH 2024.

STAGE	ACTION	JAN	FEB	MARCH
Awareness	Downloaded the app	7000	8500	10000
Awareness	Visited the website	6000	7500	9500
Interest	Completed mental health check quiz	4500	6000	9200
Interest	Explored meditation sessions	4000	5500	8500
Interest	Checked available subscription plans	3500	5000	8000
Consideration	Engaged with trial period	3000	4500	7500
Consideration	Explored personalized mood tracking	2500	4500	7000
Consideration	Utilized meditation reminder feature	2000	4000	6500
Purchase	Subscribed to paid plan	1500	3500	6000
Purchase	Purchased additional meditation sessions	1000	3000	5500
Purchase	Signed up for personalized mood coaching	800	2500	5200
Post-Purchase	Rated the app	700	2000	5000
Post-Purchase	Provided written review	600	1500	4500
Post-Purchase	Joined the SerenMind community	500	1300	4000
Advocacy	Referred a friend	300	1200	3500
Advocacy	Shared SerenMind on social media	300	1000	3200
Advocacy	Participated in user feedback survey	200	950	3000
Churn	Turned off app notifications	100	900	1500
Churn	Discontinued subscription	110	800	1000
Churn	Deleted the app	100	600	500
Advocacy	Writing short articles in personal blog recommending SerenMind to others	200	300	1000
Advocacy	Became a loyal subscriber	300	300	1500



---

# CUSTOMER JOURNEY STATISTICS

## TABLE: SUMMARY

**FOR THE JANUARY, FEBRUARY AND MARCH 2024.**

---

The first quarter customer journey statistics for SerenMind display encouraging growth and participation at different stages. During the initial "Awareness" stage, there was a consistent month-on-month rise in both app downloads and website visits, suggesting a heightened interest in the platform. Transitioning to "Interest," the successful completion of the mental health assessment quiz and active participation in meditation sessions and subscription plans reflect a strong level of involvement with the app's offerings. During the "Consideration" stage, the use of trial periods and personalized mood tracking demonstrates the users' thoughtful consideration of SerenMind's products and services. As individuals advance to the "Purchase" stage, there is a significant increase in sign-ups for paid plans and extra meditation sessions, demonstrating a shift from mere interest to taking concrete action. After the purchase, customers continue to engage actively, providing consistent ratings, reviews, and participating in the community. In addition, measures of advocacy like referrals, sharing on social media, and participation in feedback surveys demonstrate an expanding group of dedicated users who support and promote the app. Nonetheless, indicators of customer attrition, such as uninstalling the app, cancelling subscriptions, and opting out of notifications, indicate a requirement for more in-depth assessment and focused retention plans to minimize loss. In general, the data underscores SerenMind's achievements in drawing in, involving, and keeping users, while also indicating areas for optimization and improvement to ensure continued growth and loyalty to the app in the long term.

---

# CONCLUSION

---

With the detailed journey described and the thorough analysis of each stage, Oasis Co. aims to cultivate a comprehensive environment for mental well-being with its SerenMind app. Oasis Co. strives to create a supportive and uplifting environment for users throughout their mental health journey by carefully addressing each stage from initial awareness to ongoing advocacy. The company aims to position SerenMind as a reliable ally in improving mental wellness, with a strong emphasis on engaging users and ensuring their satisfaction and continued support. Ultimately, the goal is to play a part in building a healthier and happier community. By consistently refining and improving our processes, using data-driven analysis, and prioritizing user-centered design, Oasis Co. is on track to fulfill its goal of promoting peace and mindfulness in our century and further.



---

# ATTRIBUTIONS AND CITATIONS

---

**“Man standing on front of lake at daytime” by Anthony DELANOIX under  
Unsplash License.**

[https://unsplash.com/photos/man-standing-on-front-of-lake-at-daytime-  
OZDsM60eee](https://unsplash.com/photos/man-standing-on-front-of-lake-at-daytime-OZDsM60eee)

**“Woman sitting on brown rock” by Jesse Bowser under Unsplash License.**

<https://unsplash.com/photos/woman-sitting-on-brown-rock-EkxO-SFU9kc>

**“Woman in white crew neck t-shirt and black pants sitting on white table”  
by Lutchenca Medeiros under Unsplash License.**

[https://unsplash.com/photos/woman-in-white-crew-neck-t-shirt-and-  
black-pants-sitting-on-white-table-FcSYIRwh4Bw](https://unsplash.com/photos/woman-in-white-crew-neck-t-shirt-and-black-pants-sitting-on-white-table-FcSYIRwh4Bw)

**Wedding Stationery Mockup, Phone Mockup, Invitation Mockup, Greeting  
Card Mockup, 3d render by VNMockup under Canva License.**

**“SerenMind Logo” by Fenris Murshud under CC BY-NC-ND License.**

