





User Journey Map

Journey Map Phases	Awareness	Research	Consideration	Adoption	Support
<u>Touchpoints</u>	Landing page, SEO, social media ads	Navbar, Blog, About Us page	Announcements, Pet Details, Testimonials	Chat, Pet Details	Contact Form, FAQ, Follow-up Emails
<u>Actions</u>	Discovering the website through search engines, social media ads or posts.	Exploring different sections like the About Us page to understand the site's mission and reading blogs for information on pet adoption.	Browsing through pet listings, reading specific pet details, and checking testimonials from other users.	Contacting pet owners or the site team for adoption inquiries, using chat for direct communication.	Seeking post-adoption support, asking questions via contact form, or referring to FAQ.
<u>Thoughts & Emotions</u>	Curiosity about the website's offerings. Initial impressions are formed based on website and ads design and clarity of information.	 Seeking comprehensive and trustworthy information, leading to either increased interest or disengagement.	Evaluating if the site meets their needs for pet adoption, influenced by the ease of finding information and the morality of testimonials.	Anticipation mixed with anxiety about the adoption process and responsiveness of the site/owners.	 Satisfaction with the adoption process but possibly needing further support. The ease of obtaining support impacts overall satisfaction.
<u>Improvements</u>	Enhance SEO strategies and use engaging social media ads to increase visibility, post on social media. 	Ensure that the About Us and Blog sections are informative, engaging, and easily navigable	Make pet listings more engaging and informative. Enhance the visibility and authenticity of testimonials. 	Streamline the chat features for quick and easy communication. Ensure chat functionality is robust and user-friendly.	Develop a comprehensive FAQ section, ensure prompt responses to inquiries, and consider sending follow-up emails for additional support.

Ensure Navbar is always accessible, with clear labels for easy navigation.

Ensure the website is fully optimized for mobile users for greater accessibility.

Maintain a consistent, user-friendly design with clear CTAs.