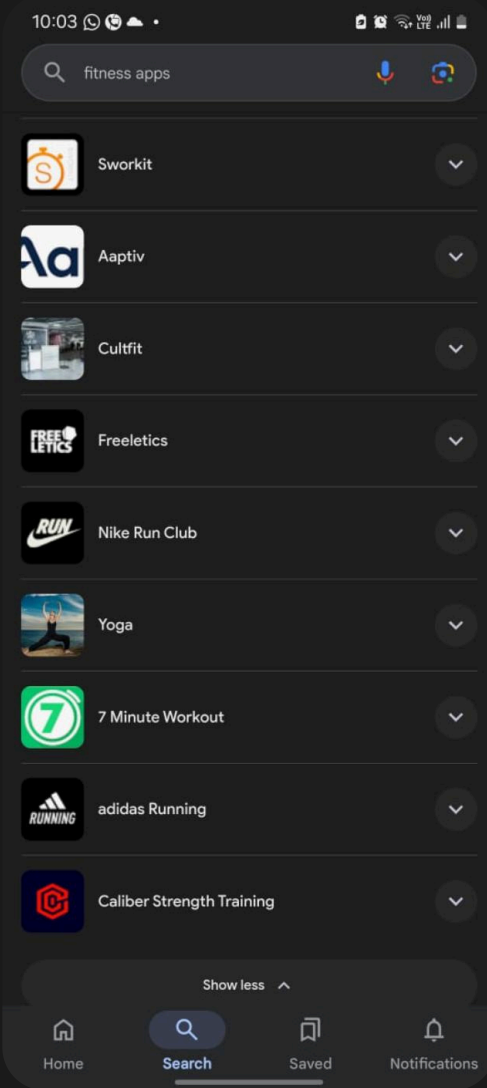
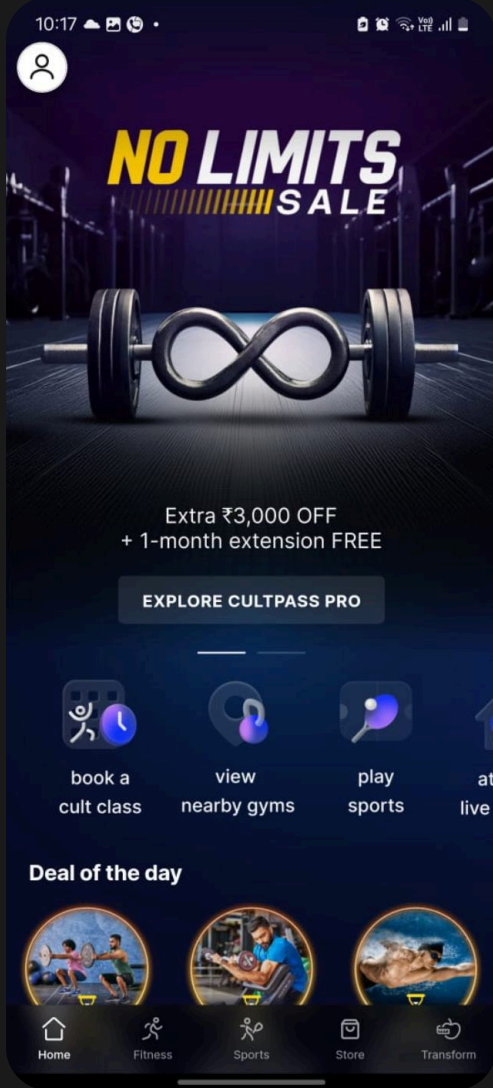
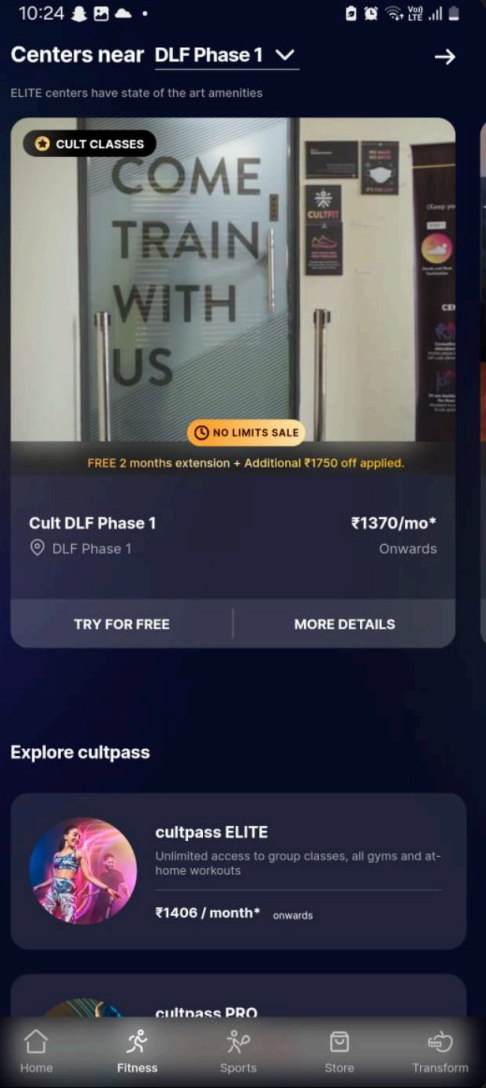
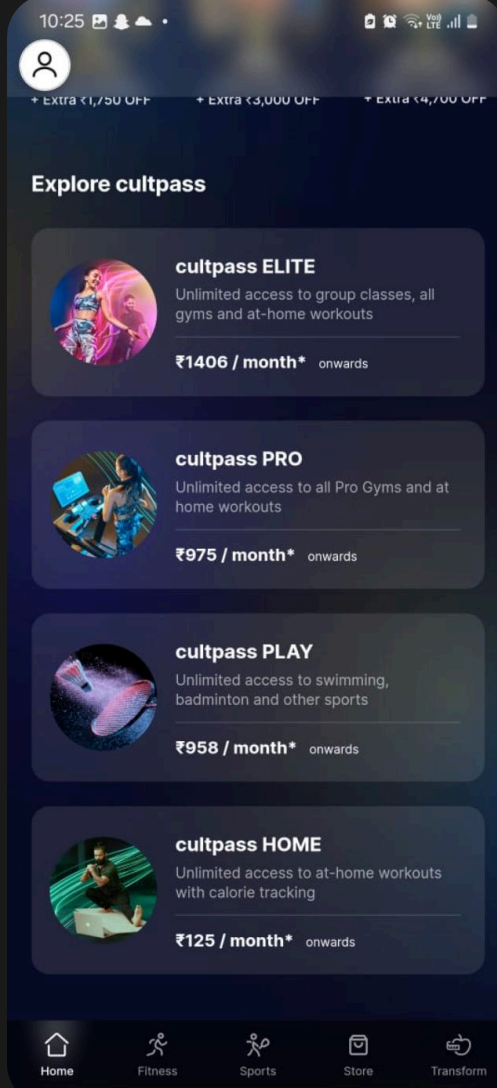
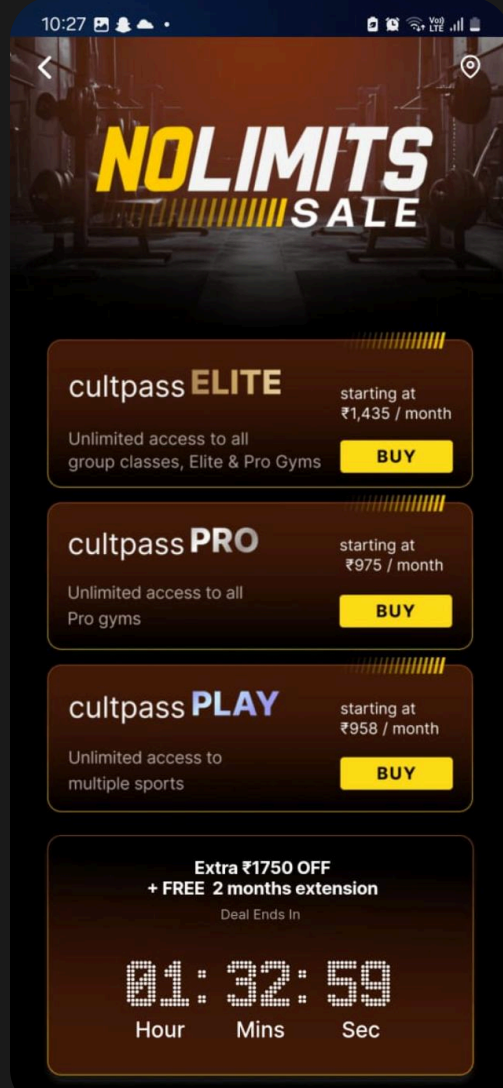
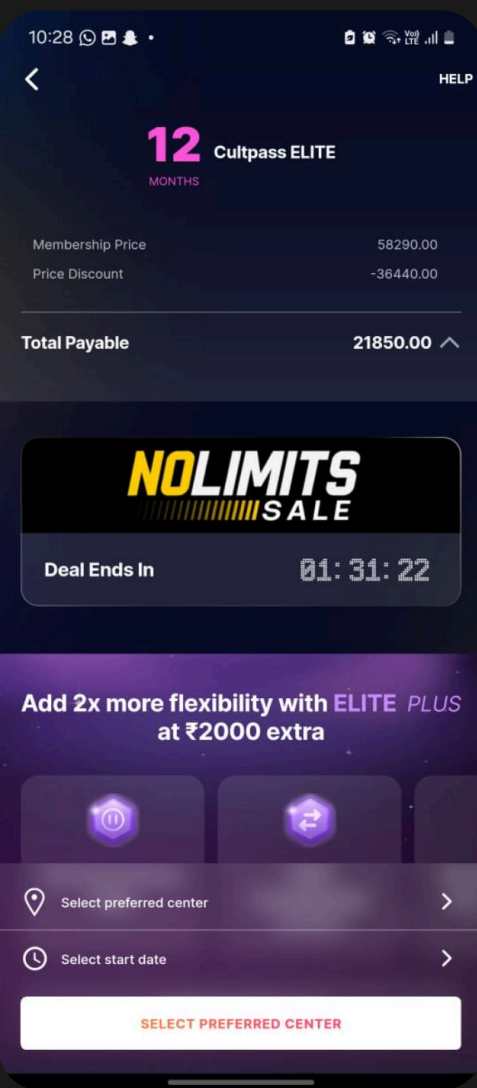








USER JOURNEY MAP

User experience Journey

Stage	Awareness	Discovery	Consideration	Consideration	Consideration	Decision
Goals	To Explore Fitness	To be able to find good fitness options	To be able to find personalized fitness options	To find good membership plans	To be able to find affordable plans	To proceed to pay for the plans
Steps						
Touchpoints	kritik searches about fitness apps online	Kritik chooses cult.fit	Explores through the app	Find different membership plans	Find pricing options	Proceed to pay for the plan
Emotions						
Pain points	NA	Chooses the best on internet	With endless options, confused	How to choose the best option?	How to choose what is the best for him?	Should I pay this much without first having any trial period?