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 Steps	10:03 (Extra ₹3,000 OFF + 1-month extension FREE Explore cultrass Pro Deal of the day Pitness Sports Discovery Mail Solution Fitness Sports Discovery Mail Solution Fitness Solution Solution	Centers near DLF Phase 1 ELITE centers have state of the art amenities FREE 2 months extension + Additional 17750 off applied. Cult DLF Phase 1 Cult DLF Phase 1 Cult DLF Phase 1 Criwards TRY FOR FREE MORE DETAILS Explore cultpass Cultpass ELITE Undinited access to group classes, all gyms and athorne workcults T1408 / month* criwards Cultpass PDO Cult	Cultpass ELITE Unlimited access to group classes, all gyms and at home workouts Tanone workouts Cultpass PRO Unlimited access to all Pro Gyms and at home workouts To wards Cultpass PRO Unlimited access to sill Pro Gyms and at home workouts Tense Volume workouts Tense Volume workouts Cultpass PLAY Unlimited access to swimming, badminton and other sports Tense Volume volu	Cultpass ELITE Unlimited access to all group classes, Elite & Pro Gyms Cultpass PRO Unlimited access to all Pro gyms Cultpass PLAY Unlimited access to all Pro gyms Cultpass PLAY Unlimited access to multiple sports Extra ₹1750 OFF FREE 2 months extension Deal Ends in Hour Mins Sec	10:28 © 图 ♣ ·
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?