

CT&DT – SPSU- “ TEAM ANONYMOUS” - JOURNEY MAP-TASK#05

Stages	Awareness	Consideration	Purchase	Retention	Advocacy
Goals and objectives	Increase app downloads	Convince users to start the trial or subscribe to premium	Enhance user experience with workout tracking features	Improve user retention by keeping them engaged long-term	Foster a community that shares fitness goals
Touch Points/Channels	Social media ads, app store visibility	Free trial, personalized recommendations	Workout tracking, progress analytics	Push notifications , progress rewards	Social media, in-app challenges
User Thoughts & Concerns	How effective are the workouts ?	Will this app fit my fitness goals and schedule?	Are premium features worth paying for?	Will I stay motivated to continue using this ?	Is the community supportive and motivating?
Emotions	Curious – Interested in fitness solutions	Excited – Eager to try workouts and see results	Confident – Ready to track progress and commit to workouts	Motivated – Engaged by progress, notifications and rewards	Empowered- Sharing progress and encouraging others

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