**Customer Journey Storyboard: Ruh Roh Retreat x The Joy Digi**

Awesome! Thanks for sharing the details about *The Joy Digi* and the *Ruh Roh Retreat* project. I love the value-first approach and how you’ve turned a premium dog boarding business into a standout digital experience. Let’s craft a customer journey storyboard that reflects your client’s struggles, your solutions, and inspires potential clients to reach out. I’ll break it into slides that you can later animate or illustrate (e.g., in Canva, Adobe, or a similar tool). Each slide will build the narrative and end with a strong call-to-action (CTA).

Here’s the plan: We’ll frame it as a story of “The Client” (Ruh Roh Retreat’s owner) facing challenges, discovering your expertise, and achieving success—while subtly showing potential clients how you can do the same for them. I’ll describe each slide’s content, mood, and visuals, keeping it engaging and relatable.

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**Slide 1: The Struggle Begins**

* Title: "A Dream, But No Direction"
* Story: Meet *The Client*, a passionate dog lover running a premium dog boarding business in California. They have a vision—happy pups, happy owners—but their online presence is a mess. No website, no bookings, no idea where to start.
* Key Points:
  + Problem: "How do I organize a website? How do I make it eye-catching?"
  + Pain Point: "I’m not an IT expert—I’m lost and overwhelmed."
* Mood: Frustration, confusion.
* Visual Idea: A frazzled person surrounded by scattered papers, a laptop with a blank screen, and dogs barking in the background.
* Animation: Papers swirling chaotically, screen flashing "ERROR."

**Slide 2: The Breaking Point**

* Title: "Stuck and Losing Opportunities"
* Story: Without a website or system, *The Client* struggles to attract customers. Phone bookings are chaotic, and they’re losing business to competitors with sleek, professional sites.
* Key Points:
  + Problem: "I can’t do this alone—my business deserves better."
  + Emotion: Stress, urgency.
* Mood: Defeat, but with a glimmer of hope.
* Visual Idea: A sad dog looking at an empty kennel, a phone with missed calls piling up, a competitor’s shiny website in the corner.
* Animation: Missed call notifications popping up, kennel door creaking shut.

**Slide 3: Enter The Joy Digi**

* Title: "A Partner with a Plan"
* Story: Then they find *The Joy Digi*. You step in with a value-first approach, promising not just a website, but a tool to bring their vision to life.
* Key Points:
  + Solution Tease: "We’ll handle the tech—you focus on the dogs."
  + Emotion: Relief, curiosity.
* Mood: Hopeful, intriguing.
* Visual Idea: A friendly handshake (you and *The Client*), a lightbulb glowing above, faint outlines of a website and booking system forming.
* Animation: Lightbulb flickers on, outlines sharpen into focus.

**Slide 4: The Transformation**

* Title: "From Chaos to Clarity"
* Story: You deliver: a bold brand identity, a stunning website (ruhrohretreat.com), a seamless booking system, smart SEO, and social media buzz. *The Client* watches their business come alive online.
* Key Points:
  + What You Offer:
    1. Brand Identity Development (a logo and vibe that screams premium).
    2. Website Design & Development (sleek, user-friendly, dog-tastic).
    3. Booking System Integration (easy for clients, stress-free for them).
    4. Content Strategy & SEO (found on Google by dog owners everywhere).
    5. Social Media Marketing (pups go viral, bookings soar).
  + Emotion: Excitement, pride.
* Mood: Energetic, triumphant.
* Visual Idea: A split-screen—before (chaos) vs. after (a polished website on a laptop, happy dogs, bookings rolling in).
* Animation: Website loads with a satisfying “ding,” booking notifications pop up.

**Slide 5: The Happy Ending**

* Title: "A Business That Barks Success"
* Story: Now, *Ruh Roh Retreat* is thriving. Customers book effortlessly, the phone’s ringing with praise, and *The Client* can focus on what they love—caring for dogs.
* Key Points:
  + Result: "My idea became reality—and it’s making an impact."
  + Emotion: Joy, gratitude.
* Mood: Warm, celebratory.
* Visual Idea: A smiling *Client* with wagging-tailed dogs, a glowing 5-star review on the screen, confetti falling.
* Animation: Confetti bursts, review stars light up one by one.

**Slide 6: The Call to Action**

* Title: "Your Turn to Shine"
* Story: "Got a vision but no idea how to make it real? I’m here to help—just like I did for Ruh Roh Retreat."
* Key Points:
  + CTA: "Contact The Joy Digi today—let’s bring your idea to life."
  + Hook: "From overwhelm to outstanding—your meaningful project starts here."
* Mood: Inviting, confident.
* Visual Idea: A clean contact form or button with your logo, a subtle nod to the *Ruh Roh Retreat* site in the background, a friendly wave from you (or a cartoon version!).
* Animation: Button pulses gently, background fades in with a “click me” vibe.

Next Steps

* Slides: You’ve got 6 slides here—enough to tell a compelling story without overwhelming the viewer. Each can be a single frame for animation or illustration.
* Animation/Illustration Ideas: Keep it simple but punchy—think sliding transitions, pop-up effects for text, or a dog wagging its tail across scenes. If you’re using a tool like Canva, they have built-in animations you can tweak.
* Tone: Playful yet professional—tie in the dog theme (paws, bones) to nod at *Ruh Roh Retreat* while keeping it broad for other industries.