USER JOURNEY

Presented by:

USER JOURNEY STAGES -

Stage	Touchpoints	User Actions	Emotions	Pain Points
Awareness	Social media ads, blogs	Sees an ad, reads a blog post	Curious, interested	Overwhelmed by options
Consideration	Product website, reviews	Visits website, reads reviews	Hopeful, cautious	Concerned about installation complexity
Decision	Demo videos, testimonials	Watches demos, reads FAQs	Excited, confident	Needs assurance about ease of use
Onboarding	Tutorials, guides, support	Completes sign-up, follows guides	Engaged, motivated	Initial setup time
Usage	Notifications, support, forums	Monitors usage, sets goals	Satisfied, empowered	Technical glitches, need for personalization
Retention	Newsletters, rewards, updates	Receives updates, earns rewards	Loyal, valued	Needs continuous motivation
Advocacy	Social media, referral programs	Shares experiences, refers friends	Proud, enthusiastic	Wants more referral incentives