**B.Tech(ECE)**

**Task4-** **Take the same scenario as a reference  
 Now, use any online design thinking tool to prepare a customer journey  
map for the given example**

**Points: Prime Video Customer Journey**

**Start ➝ Awareness Stage**

**Trigger:** Sees an ad for Prime Video or hears about it from friends.  
 **Decision:** Wants to explore streaming options?

* ✅ **Yes:** Move to **Consideration**
* ❌ **No:** Exit the journey

**Consideration Stage**

**User Action:** Browses Prime Video website, compares plans.  
🔹 **Pain Points:** Pricing confusion, unsure about content library.

* ✅ **Positive Decision:** Moves to **Sign-up**
* ❌ **Negative Decision:** May delay subscription or drop interest

**Sign-up Stage**

**User Action:** Registers for Prime Video trial.  
🔹 **Pain Points:** Lengthy signup process, payment barrier.

* ✅ **Successful Signup:** Moves to **Exploration**
* ❌ **Frustration:** May abandon signup process

**Exploration Stage**

**User Action:** Searches for content, browses categories.  
🔹 **Pain Points:** Overwhelmed by choices, hard to find something new.

* ✅ **Finds interesting content:** Moves to **Viewing Experience**
* ❌ **Struggles to find content:** May leave or cancel trial

**Viewing Experience Stage**

**User Action:** Watches a show/movie, enjoys or drops.  
🔹 **Pain Points:** Buffering, ad interruptions, bad UI.

* ✅ **Positive Experience:** Moves to **Retention & Loyalty**
* ❌ **Frustration:** May consider canceling subscription

**Retention & Loyalty Stage**

**User Action:** Continues subscription, shares with friends.  
🔹 **Pain Points:** Lack of new content, price hikes.

* ✅ **Satisfied with content:** Moves to **Advocacy**
* ❌ **Disappointed:** May unsubscribe

**Advocacy Stage**

**User Action:** Recommends to friends, posts on social media.  
🔹 **Pain Points:** No referral rewards, no social sharing integration.

* ✅ **Engages more users:** Drives new sign-ups
* ❌ **Neutral response:** No further engagement

