🦋 Customer Journey: Enchant Wings – Marvel Butterfly

1. Awareness Stage

Goal: The customer discovers the existence of "Enchant Wings"

- **How it happens:**
  - Sees a poster, ad, or social media teaser showing magical butterfly visuals.
  - Learns about the project at a science fair, art gallery, or exhibition.
  - Hears about it via word of mouth or a school/college announcement.

2. Interest Stage

Goal: Customer becomes curious and wants to learn more.

- **Experience:**
  - Views a short video or animation showing the butterfly in motion.
  - Reads about the concept: fusion of nature, art, and technology.
  - Engages with a teaser AR filter (on Instagram, Snapchat, etc.)

3. Exploration Stage

Goal: Customer engages with the butterfly project physically or digitally.

- **Touchpoints:**
  - Interacts with a prototype or model where wings move or glow.
  - Experiences an AR projection or holographic display.
  - Uses a mobile app or QR code to see the digital butterfly come alive.

4. Engagement Stage

Goal: Customer becomes emotionally or intellectually involved.

- **What happens:**
  - Learns about the science behind metamorphosis through visuals.
  - Tries customizing wing colors or movements.
  - Shares photos/videos with the butterfly, tagging the project.
  - Reflects on deeper themes like transformation, nature, and creativity.

5. Conversion Stage

Goal: Customer takes a valuable action.

- **Possible conversions:**
  - Buys a DIY kit or art piece based on the butterfly.

- ○ Signs up for a workshop or event (educational or artistic).
- ○ Downloads the full AR experience or e-book.
- ○ Supports the project through crowdfunding.

6. Loyalty/Advocacy Stage

Goal: Customer becomes a fan and promoter.

- ● **How it's achieved:**
  - ○ Follows the project's journey on social media.
  - ○ Submits their own version of the butterfly (fan art or tech hack).
  - ○ Becomes a regular participant or volunteer in related events.
  - ○ Recommends the experience to friends, family, or classmate.

💡 Bonus Tips:

- ● Include **emotion mapping**: what should the customer *feel* at each stage? (e.g., wonder, curiosity, inspiration)
- ● You can also design this as a **visual journey maps** with icons and path