

Customer Journey Mapping



Wade
Disheartened YouTube
Music User – Wade

Key Attribute

- Disheartened: Wade feels disheartened by the changes in YouTube Music, particularly the loss of features and the perceived decline in service quality.
- Loyal: Despite his dissatisfaction, Wade has been a dedicated user of Google Music and YouTube Music for a significant period, reflecting his loyalty to the brand.
- Frustrated: Wade's frustration stems from the challenges of adapting to a new platform and the perceived shortcomings of YouTube Music compared to its predecessor.
- Expectant: Wade expects a seamless and intuitive user experience, a diverse music catalog, and good value for money from his music streaming service.
- Nostalgic: Wade reminisces about the past when Google Music provided a better experience, highlighting his attachment to the features and interface he once enjoyed.

Short Description

Wade has been a dedicated user of YouTube Music for a significant period. However, he finds himself increasingly dissatisfied with the service. Having been a loyal user of Google Music, Wade feels let down by the integration of Google Music into YouTube Music. He is particularly frustrated by the loss of features, such as podcasts, and perceives a decline in the overall quality of the service.

Needs

- Wade values a diverse and extensive catalog of tracks and albums within his music streaming service. He is disappointed by the absence of certain content on YouTube Music compared to other platforms.
- Wade appreciates good value for money. He acknowledges the benefits of bundled services like YouTube Premium with YouTube Music but feels that they are not compensating for the service's shortcomings.
- Wade desires a seamless and intuitive user experience. He is disheartened by the need to transition to a new service after years of investment in Google Music.

Challenges

- Wade faces the challenge of adapting to a new platform with different features and interfaces, especially after being accustomed to Google Music's interface for so long.
- He struggles with the perceived decline in the quality of YouTube Music and the frustration of losing features like podcasts.

Opportunities

- YouTube Music has an opportunity to regain Wade's trust and loyalty by addressing the shortcomings he has highlighted, such as content availability and user experience.
- Providing a seamless transition process for users migrating from Google Music to YouTube Music could help retain long-time users like Wade.
- YouTube Music could leverage Wade's feedback and insights to identify areas for improvement and prioritize features that resonate with long-time users.