











<div>  Experience steps <ul style="list-style-type: none"> Sees advertisement Searches online Visits website/social page </div>	<div>  Entice <p>Goal: Encourage user to explore further.</p> </div>	<div>  Enter <p>Goal: Customer signs up / registers.</p> </div>	<div>  Engage <p>Goal: Customer actively uses the service.</p> </div>	<div>  Exit <p>Goal: Customer makes purchase / completes main action.</p> </div>	<div>  Extend <p>Goal: Build loyalty & retention.</p> </div>
	<div> <div>Sees advertisement</div> <div>Visits website/social page</div> </div>	<div> <div>Registers account</div> <div>Sign-up page</div> </div>	<div> <div>Browses dashboard</div> <div>Uses features</div> </div>	<div> <div>Stops using service</div> <div>Unsubscribes</div> </div>	<div> <div>Receives order/service</div> <div>Refers others</div> <div></div> </div>
<div>  Interactions <ul style="list-style-type: none"> Social media ads Google search results Website landing page </div>	<div> <div>Social media ads</div> <div>Google search results</div> </div>	<div> <div>Quick and easy access</div> <div>Secure account creation</div> </div>	<div> <div>App dashboard</div> <div>Notifications</div> </div>	<div> <div>Account settings</div> <div>Cancellation page</div> </div>	<div> <div>Email follow-up</div> <div>Loyalty program</div> </div>
<div> Goals & motivations <ul style="list-style-type: none"> Find a solution to their problem Explore available options Compare alternatives </div>	<div> <div>Find a solution to their problem</div> <div>Compare alternatives</div> </div>	<div> <div>Fast registration</div> <div>Social login option</div> </div>	<div> <div>Get value from service</div> <div>Solve problem efficiently</div> </div>	<div> <div>Reduce cost</div> <div>Switch to competitor</div> </div>	<div> <div>Continued satisfaction</div> <div>Rewards & benefits</div> </div>
<div>  Positive moments <ul style="list-style-type: none"> Attractive visuals Clear value proposition Easy-to-understand message </div>	<div> <div>Attractive visuals</div> <div>Clear value proposition</div> </div>	<div> <div>No clear differentiation</div> <div>Complicated explanation</div> </div>	<div> <div>Easy navigation</div> <div>Helpful guidance</div> </div>	<div> <div>Easy cancellation process</div> <div>Respectful exit experience</div> </div>	<div> <div></div> <div>Share experience</div> </div>
<div>  Negative moments <ul style="list-style-type: none"> Too many competitors Confusing website Lack of trust signals </div>	<div> <div></div> <div></div> </div>	<div> <div></div> <div>Comparison chart</div> </div>	<div> <div>App crashes</div> <div>Slow loading</div> </div>	<div> <div>Feedback acknowledgment</div> <div>Complicated cancellation</div> </div>	<div> <div>Reward points</div> <div>Personalized offers</div> </div>
<div>  Areas of opportunity <ul style="list-style-type: none"> Strong branding Clear CTA (Call-to-Action) SEO optimization </div>	<div> <div>many competitors</div> <div></div> </div>	<div> <div>Confusing website</div> <div>Free trial</div> </div>	<div> <div>UI/UX improvement</div> <div>Tutorial walkthrough</div> </div>	<div> <div>Exit feedback analysis</div> <div>Retention offers</div> </div>	<div> <div>No engagement after purchase</div> <div>Regular engagement emails</div> <div>See an example</div> </div>

