






Customer Journey Map

On the example of choosing a cable/digital television provider

STAGES	Awareness >	Consideration >	Acquisition >	Service >	Loyalty
STEPS	Wants to find a TV provider	Needs to choose a provider	Subscribes to a plan	Uses the service	Extends service subscription
THINKING	- Who's on the market?	- Who is the best provider? - What are the prices? - What people prefer? - What are the offerings? - What are the features?	- Is there a discount? - Is there a trial? - How to pay? - How to cancel the membership?	- How good is the quality? - How good is support? - How to connect a new device?	- Is there going to be more content? - Is there going to be new features? - Will the price change?
DOING	Wants to start researching	- Goes to the website - Searches the web for feedback - Compares prices - Compares features	- Makes decision - Pays for subscription - Starts trial - Installs the equipment/software	- Uses the service - Builds playlists, favourites, bookmarks - Connects new devices	- Extends subscription - Recommends the service - Joins the community (forum, slack channels, etc)
FEELING					
PAIN POINTS	- Is not aware of all products - Doesn't know what to choose - Doubts the value of the product	- Doesn't know where to start - Doesn't want to spend a lot of time on research	- Can't pay by BitCoin - The payment process is unclear	- Hard to build playlists - Hard to find content - Not enough content - Buffering issues	- No discounts - Not enough other incentives
OPPORTUNITIES	- Empower word of mouth - Extend marketing channels	- Create positive image of the product - Contextual promo - Decrease frictions for trial opportunities	- Improve payment UX - Support more payments systems	- Improve playlists UX - Provide better streaming quality - Increase content discoverability	- Create loyalty programs - Turn users into advocates - Offer partner programmes - Improve discounts model