

WORKSHEET 4

Customer Journey

Map the real workflow, not a marketing funnel. How does your app fit into what the customer actually does?

Part 1: Discovery to Retention

How does someone go from not knowing your app exists to not being able to live without it?

Awareness

How do they first hear about your app?

WHERE ARE THEY WHEN THEY DISCOVER IT?

WHAT TRIGGERS THE SEARCH OR DISCOVERY?

WHAT WOULD A RECOMMENDATION FROM ANOTHER USER SOUND LIKE?

First Use

The critical first 5 minutes.

WHAT'S THE VERY FIRST THING THEY SEE AND DO?

HOW FAST DO THEY HIT THE CORE VALUE?

WHAT COULD CAUSE THEM TO CLOSE THE APP AND NEVER COME BACK?

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Core Value Moment

The moment they get it. When the app proves its worth.

WHAT SPECIFIC ACTION OR INSIGHT DELIVERS THE 'AHA'?

HOW MANY SESSIONS DOES IT TAKE TO REACH THIS?

WHAT DOES SUCCESS FEEL LIKE TO THE USER?

Habit Formation

What brings them back repeatedly?

WHAT NATURAL TRIGGER IN THEIR WORKFLOW OPENS THE APP?

DOES VALUE COMPOUND OVER TIME (MORE DATA = MORE INSIGHT)?

WHAT WOULD BREAK THE HABIT?

Advocacy

What makes them tell someone else?

WHAT WOULD THEY SHARE? A SCREENSHOT, A LINK, A STORY?

WHAT WOULD A RECOMMENDATION SOUND LIKE IN THEIR OWN WORDS?

Part 2: The Usage Workflow

Map your app's role in the customer's actual activity. What are they doing before, during, and after the core task?

WHAT ARE THE STAGES OF THE CUSTOMER'S ACTIVITY?

Break the activity into chronological stages. e.g., Plan > Prep > Execute > Review > Reflect

STAGE 1:

WHAT THE CUSTOMER DOES AT THIS STAGE

WHAT THE APP DOES AT THIS STAGE

DATA CAPTURED

What gets logged, tracked, or saved here?

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STAGE 2:

WHAT THE CUSTOMER DOES AT THIS STAGE

WHAT THE APP DOES AT THIS STAGE

DATA CAPTURED

What gets logged, tracked, or saved here?

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STAGE 3:

WHAT THE CUSTOMER DOES AT THIS STAGE

WHAT THE APP DOES AT THIS STAGE

DATA CAPTURED

What gets logged, tracked, or saved here?

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STAGE 4:

WHAT THE CUSTOMER DOES AT THIS STAGE

WHAT THE APP DOES AT THIS STAGE

DATA CAPTURED

What gets logged, tracked, or saved here?

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STAGE 5:

WHAT THE CUSTOMER DOES AT THIS STAGE

WHAT THE APP DOES AT THIS STAGE

DATA CAPTURED

What gets logged, tracked, or saved here?

STAGE 6:

WHAT THE CUSTOMER DOES AT THIS STAGE

WHAT THE APP DOES AT THIS STAGE

DATA CAPTURED

What gets logged, tracked, or saved here?

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STAGE 7:

WHAT THE CUSTOMER DOES AT THIS STAGE

WHAT THE APP DOES AT THIS STAGE

DATA CAPTURED

What gets logged, tracked, or saved here?

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Journey Summary

WHERE IS THE BIGGEST DROP-OFF RISK?

WHAT'S THE #1 THING TO GET RIGHT FOR RETENTION?

WHERE DOES ACCUMULATED DATA CREATE THE MOST VALUE?
