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 Journey Step	Awareness	Consideration	Acquisition	Service	Loyalty
 Action What does the users do? What information do they look for?	<div data-bbox="585 497 716 622">Researching apps for managing subscriptions</div> <div data-bbox="716 600 859 753">Researching cost-effective streaming service options</div> <div data-bbox="859 497 1002 644">Seeking recommendations for subscription management apps</div>	<div data-bbox="1031 497 1162 622">Reading reviews and comparing features of different apps</div> <div data-bbox="1162 600 1305 753">Evaluating subscription plans and comparing prices</div> <div data-bbox="1305 497 1447 622">Exploring app features and checking compatibility</div>	<div data-bbox="1510 497 1642 622">Downloading a subscription management app</div> <div data-bbox="1642 600 1785 753">Subscribing to selected streaming services</div> <div data-bbox="1785 497 1927 622">Installing a subscription management app on his device</div>	<div data-bbox="1956 497 2087 622">Setting up subscriptions and linking billing information</div> <div data-bbox="2087 600 2230 753">Monitoring subscriptions and exploring cost-saving options</div> <div data-bbox="2230 497 2373 622">Adjusting subscriptions based on travel schedule</div>	<div data-bbox="2401 497 2533 622">Continuously using the app and recommending it to others</div> <div data-bbox="2533 600 2676 753">Continuously managing subscriptions and seeking discounts</div> <div data-bbox="2676 497 2818 622">Continuously using the app and providing feedback</div>
 Needs and Pains What does the users want to achieve or avoid?	<div data-bbox="585 794 716 950">Wants control and clear visibility of recurring transactions</div> <div data-bbox="716 906 859 1059">Wants affordable platforms with diverse content</div> <div data-bbox="859 794 1002 950">Wants an app that accommodates travel and regional issues</div>	<div data-bbox="1031 794 1162 950">Wants to avoid overspending and track cumulative costs</div> <div data-bbox="1162 906 1305 1059">Wants to avoid unnecessary expenses and subscription fatigue</div> <div data-bbox="1305 794 1447 950">Wants to manage subscriptions across different time zones</div>	<div data-bbox="1510 794 1642 950">Wants to simplify and automate subscription tracking</div> <div data-bbox="1642 906 1785 1059">Wants value for money and tailored content selection</div> <div data-bbox="1785 794 1927 950">Wants to streamline and adjust subscriptions on-the-go</div>	<div data-bbox="1956 794 2087 950">Wants to manage subscriptions easily and efficiently</div> <div data-bbox="2087 906 2230 1059">Wants to balance content quality and costs</div> <div data-bbox="2230 794 2373 950">Wants flexibility and easy access to subscription details</div>	<div data-bbox="2401 794 2533 950">Wants a reliable and user-friendly subscription solution</div> <div data-bbox="2533 906 2676 1059">Wants ongoing cost-saving opportunities and quality content</div> <div data-bbox="2676 794 2818 950">Wants a seamless and reliable subscription management tool</div>
 Touchpoint What part of the service do they interact with?	<div data-bbox="585 1102 716 1255">Online search, app store listings</div> <div data-bbox="716 1212 859 1365">Online research, comparison websites</div> <div data-bbox="859 1102 1002 1255">Online forums, social media, word-of-mouth</div>	<div data-bbox="1031 1102 1162 1255">Review websites, app descriptions</div> <div data-bbox="1162 1212 1305 1365">Plan details, price comparison</div> <div data-bbox="1305 1102 1447 1255">App websites, compatibility checks</div>	<div data-bbox="1510 1102 1642 1255">App download, registration process</div> <div data-bbox="1642 1212 1785 1365">Subscription sign-up process, payment details</div> <div data-bbox="1785 1102 1927 1255">App installation, initial setup</div>	<div data-bbox="1956 1102 2087 1255">Subscription management features in the app</div> <div data-bbox="2087 1212 2230 1365">Subscription management features in the app</div> <div data-bbox="2230 1102 2373 1255">Subscription management features in the app</div>	<div data-bbox="2401 1102 2533 1255">App usage, word-of-mouth recommendation</div> <div data-bbox="2533 1212 2676 1365">App usage, exploring promotional offers and discounts</div> <div data-bbox="2676 1102 2818 1255">App usage, feedback submission</div>
 Feelings How do the users feel?	<div data-bbox="585 1389 716 1539">Curiosity, optimism</div> <div data-bbox="716 1452 859 1648">Curiosity, skepticism</div> <div data-bbox="859 1389 1002 1539">Curiosity, interest</div>	<div data-bbox="1031 1389 1162 1539">Informed, cautious</div> <div data-bbox="1162 1452 1305 1648">Informed, discerning</div> <div data-bbox="1305 1389 1447 1539">Informed, engaged</div>	<div data-bbox="1510 1389 1642 1539">Excitement, anticipation</div> <div data-bbox="1642 1452 1785 1648">Contentment, choice</div> <div data-bbox="1785 1389 1927 1539">Convenience, readiness</div>	<div data-bbox="1956 1389 2087 1539">Satisfaction, control</div> <div data-bbox="2087 1452 2230 1648">Diligence, empowerment</div> <div data-bbox="2230 1389 2373 1539">Control, efficiency</div>	<div data-bbox="2401 1389 2533 1539">Loyalty, advocacy</div> <div data-bbox="2533 1452 2676 1648">Satisfaction, thrift</div> <div data-bbox="2676 1389 2818 1539">Satisfaction, loyalty</div>
 Opportunities What could we improve or introduce?	<ul style="list-style-type: none"> Conduct comprehensive market research to identify emerging trends and user needs in subscription management apps. Stay updated with the latest industry news and advancements in technology related to finance and subscription management. Collaborate with marketing teams to ensure effective communication and promotion of the app's features and benefits. 	<ul style="list-style-type: none"> Enhance the user experience of the app's website and app store listings to provide clear and detailed information about its features and benefits. Conduct user surveys or interviews to understand common pain points and preferences of potential users during the consideration stage. Perform competitive analysis to identify unique selling points and differentiate the app from competitors. 	<ul style="list-style-type: none"> Streamline the app's installation and registration process to minimize friction and encourage higher conversion rates. Optimize the onboarding process by providing interactive tutorials or walkthroughs to help users quickly understand and utilize the app's key features. Implement referral programs or incentives to encourage existing users to recommend the app to their friends and colleagues. 	<ul style="list-style-type: none"> Continuously gather user feedback through in-app surveys or feedback channels to identify areas for improvement and prioritize feature updates. Improve the app's subscription management features based on user needs and pain points, making it more intuitive, customizable, and efficient. Provide timely and responsive customer support to address user queries, concerns, and technical issues. 	<ul style="list-style-type: none"> Develop a loyalty program or rewards system to incentivize and retain loyal users. Engage with users through regular communication, such as newsletters or app updates, to keep them informed about new features, promotions, and improvements. Establish a feedback loop with the user community, involving them in the app's roadmap and soliciting their ideas and suggestions for future enhancements.