

USER JOURNEY MAP / 12 Days Of Giveaways



USER INFO


















"I love the Ellen Show and I'm excited about the holidays!"

SCENARIO

An Ellen fan sees the show and gets excited to enter and receive all the giveaways

EXPECTATIONS

- Giveaway should be easy to find and enter
- Exciting product giveaways

STAGES	AWARENESS ▶	EXCITEMENT ▶	LOGIN ▶	ENTER ▶	COME BACK
THOUGHTS	<ol style="list-style-type: none"> Becomes aware of campaign Curious about giveaways Wants to know how to enter 	<ol style="list-style-type: none"> Excited to enter Looking for 'enter now' button 	<ol style="list-style-type: none"> Trying to remember login credentials Do I need an account to enter? 	<ol style="list-style-type: none"> Hope this is easy Hope I win! 	<ol style="list-style-type: none"> Is it worth entering again? What are the products for tomorrow? When are winners announced?
ACTIONS	<ol style="list-style-type: none"> Go to ellentube.com Use search engine to find giveaway landing page Follow ads to landing page 	<ol style="list-style-type: none"> Find landing page and go to the day's giveaways page View show clips View multiple products that will be given away 	<ol style="list-style-type: none"> Click 'enter now' button Create a new account Login to existing account successfully 	<ol style="list-style-type: none"> Fill out form Submit 	<ol style="list-style-type: none"> Sees 'Thank you for entering' message Receives confirmation email Visits other site content
PAIN POINTS?	<ol style="list-style-type: none"> How and where do I enter? 	<ol style="list-style-type: none"> Difficulty finding the current day page Understanding upcoming pages aren't live until day of the show 	<ol style="list-style-type: none"> Annoyed they have to login Annoyed they have to create an account Wants to enter fast 	<ol style="list-style-type: none"> User want confirmation that entry was successful When and how will I know if I won? 	<ol style="list-style-type: none"> Can I enter again? How many days are remaining?
EMOTIONS	 Interested	 Happy	 Frustrated	 Happy	  Happy Interested
TOUCHPOINTS	  	  		 	 
OPPORTUNITIES	<ol style="list-style-type: none"> Promote watching the show Website ad revenue 	<ol style="list-style-type: none"> Promote product awareness and impressions for brands Ad revenue on page and pre-roll ads on video 	<ol style="list-style-type: none"> Add new Ellentube user accounts 	<ol style="list-style-type: none"> Increase KPIs for giveaway entries 	<ol style="list-style-type: none"> Encourage user to watch all 12 days shows Encourage user to enter the giveaway for the next day