# **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 recieve all the giveaways

#### **EXPECTATIONS**

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

### **STAGES**

#### **AWARENESS**

# **EXCITEMENT**

#### **LOGIN**

#### **ENTER**

#### **COME BACK**

#### **THOUGHTS**

- 1. Becomes aware of campaign
- 2. Curious about giveaways
- 3. Wants to know how to enter
- 1. Excited to enter
- 2. Looking for 'enter now' button
- 1. Trying to remember login credentials
- 2. Do I need an account to enter?
- 1. Hope this is easy
- 2. Hope I win!

- 1. Is it worth entering again?
- 2. What are the products for
- 3. When are winners announced?

tomorrow?

# **ACTIONS**

- 1. Go to ellentube.com
- 2. Use search engine to find giveaway landing page
- 3. Follow ads to landing page
- 1. Find landing page and go to the day's giveaways page
- 2. View show clips
- 3. View mulitple products that will be given away
- 1. Click 'enter now' button
- 2. Create a new account
- 3. Login to existing account successfully
- 1. Fill out form
- 2. Submit

- 1. Sees 'Thank you for entering' message
- 2. Recieves confirmation email
- 3. Visits other site content

### PAIN POINTS?

1. How and where do I enter?

- 1. Difficulty finding the current day page
- 2. Understanding upcoming pages aren't live until day of the show
- 1. Annoyed they have to login
- 2. Annoyed they have to create an account
- 3. Wants to enter fast
- 1. User want confirmation that entry was successful
- 2. When and how will I know if I won?
- 1. Can I enter again?
- 2. How many days are remaining?

## **EMOTIONS**



Interested



Нарру



Frustrated



Нарру





Happy

Interested

# **TOUCHPOINTS**





























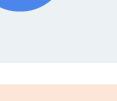






1. Increase KPIs for giveaway entries





# **OPPORTUNITIES**

- 1. Promote watching the show
- 2. Website ad revenue
- 1. Promote product awareness and impressions for brands
- 2. Ad revenue on page and pre-roll ads on video
- 1. Add new Ellentube user accounts

- all 12 days shows
  - 2. Encourage user to enter the giveaway for the next day

1. Encourage user to watch