

Customer Journey Map - Streaming

	Home Screen Navigation	Search Shows	Filter Shows	Show Previewing	Choose Show
Goals	User navigates home screen for content in specific categories, saved items and search options	Use Search Function, saved items screen or home Screen navigation to find specific shows	Find a show based on my mood / genre / recommendation / Upcoming shows / actress or actor Find a show specific to viewing time Catchup on shows	Use preview feature and show synopsis info to decide on show	Select show to watch
Actions	Navigates to specific category scrolling sections Navigates to Search Screen	Search Screen My current viewing section Recommended section Similar Items section Recently Added section Trending Section	Uses mood based / genre based / actor & actress keywords to search	Watch trailer for show if available or if unavailable to do an internet search for a preview User tries to remember where they were up to on a show progress	Watch Show
Feelings					
Pain Points	Cluttered Experience Too many suggested Lists Limited Range based on previous viewings	Changing navigation menu makes it hard to find previously viewed shows (users sections) Recently added sections do not change content for a while Scrolling and search screen can take a while to view all options	Cluttered experience makes it hard to find specific search Limited Filters if any	Trailers are OK to watch but not all content has trailers The show synopsis is minimal to get overall understanding of show	Shows start watching but don't like stays on my "current list"
Opportunities	Users current viewing section always on top of navigation scroll Button to quickly scroll back to users section More access to expand show offerings possibly through settings	Better Iconography to suggest new/popular /upcoming shows Similar Items Section given more priority when searching	Enhanced search filter Options though Advanced Search Popular theme Filters like "80's Horror"	More detailed Synopsis info if users choose to view Fast Forward preview or key-points on show time line to fast preview show Bookmark Feature with Recap to help the user remember their last viewings of the show	Widget to let user choose for the content to remain on their List or to be removed