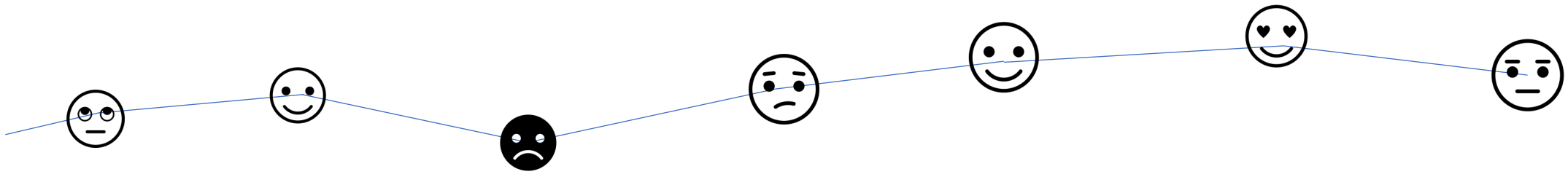
	Awareness	Research	Trialing	Signing up	Onboarding	Embedding	Renewal
Doing	• Referred by colleague • Marketing email • Exhibition visit	• Visiting website • Reading case study • Talking to sales	• Registering • Activating mobile app • Creating child(ren) • Recording observations	• Talking to sales • Completing order form • Payment	• Receive login details • Online training • Create groups / children • Beginning to use	• Inform parents • Observations • Assessments • Attend webinars	• Receive renewal reminder • Making decision • Signing renewal
Thinking	• How does this help me? • Who else uses this?	• Looks good but technical • I'm not very techy • How is this better than written record	• This is complicated • Don't understand this app thing • Haven't got time for this	• It's not too expensive • Hope this is worth it • That was easy	• Guides are really helpful • Good video's • That was easy • Helpful trainer	• Letter templates useful • Observations was easy • I'm liking this and it's not hard	• I use it and good feedback from parents • I'm not really using it properly
Touch Points	• Website • Email • Sales at events • Magazine ad./ article • Colleague / friend	• Website • Case study • Sales rep • Existing user	• Help guides • Support • Video's • Webinar	• Sales rep. • Contract email • Finance	• Support • Trainer • Acct. manager	• Help guides & video's • Webinars • Account manager • Support	• Account manager • Email renewal • Finance
Feeling							
Pain Points	• Can't find what I want on website • Not clear on how this helps me	• Can't talk to existing user	• Don't understand • App setup complicated • Don't complete setup	• Contract went to junk mail so didn't sign straight away	• Support not available at 6pm when I have time do it	• Not easy to share good practice and learn from others • I'd like more ideas	• Contract signing • Price has increased
Opportunities	• Improve website navigation • Clearer value proposition	• Reference users / sites • Online community	• Remove steps in app setup • Automate child creation	• Change how contract is sent • Phone call to check received	• Extend support hours • Improve awareness of self help materials	• Create customer community • Newsletters	• Loyalty discount • Change how contract is sent • Remind earlier