# **CUSTOMER JOURNEY MAP - MUSIC LEARNING APPLICATION**



Annie the Adult Learner

Learning to play piano

Goals and Expectations
"This is going to be hard, but I'm ready to give it a go!"

### **Discovery**

- 1. Research classes and tutors
- 2. Research online learning and apps
- 3. Purchase an inexpensive keyboard

### Trial

- 4. Become familiar with new keyboard
- 5. Learn how the app works
- 6. Choose track: classical vs. pop

### Learning

- 7. Get in the habit of practicing frequently
- 8. Master the layout of the keyboard
- 9. Master playing with both hands

#### **Practice**

- 10. Master sight-reading
- 11. Play whole songs
- 12. Explore sheet music
- 13. Upgrade to a full keyboard



"There is so much to learn... it's daunting. I need something that will guide me step by step."



"This is great for beginners... it simplifies the process and includes all the basics I need."

"Will I give up after a month or two? This is expensive for an app." "I'm in! This is going to be fun!"

"I feel like I'm getting a lot better. I'm ready for the next level."

"This was fun at first, but it's really difficult to keep practicing every day." "Am I ready to try reading some real sheet music? Is it time to upgrade to a better keyboard?"

"I'm done with the lessons. I want to choose the songs I play."

"I've been too busy to practice for a while, so it's time for a refresher, or maybe something new?"

## **Opportunities**

- · Advertise on on social media
- Partner with piano tutors, or sites that adverise piano teaching
- · Target tablet owners

### **Opportunities**

- Offer discounts on annual plan
- Show stats for learners who stick with this app vs. other approaches.
- Show price comparisons vs. hiring a piano tutor.
- Include setup tutorial for connecting keyboard to tablet or laptop

# **Opportunities**

- Build in social sharing and gamification features
- Integrate reminders into desktop & mobile platforms
- Cross-sell to friends/partners to encourage friendly competition.

# **Opportunities**

- Partner with big names to cross-sell better quality keyboards (Yamaha, Guitar Center)
- Partner with 8note.com for sheet music.
- Cross-sell learning other instruments.