

# 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

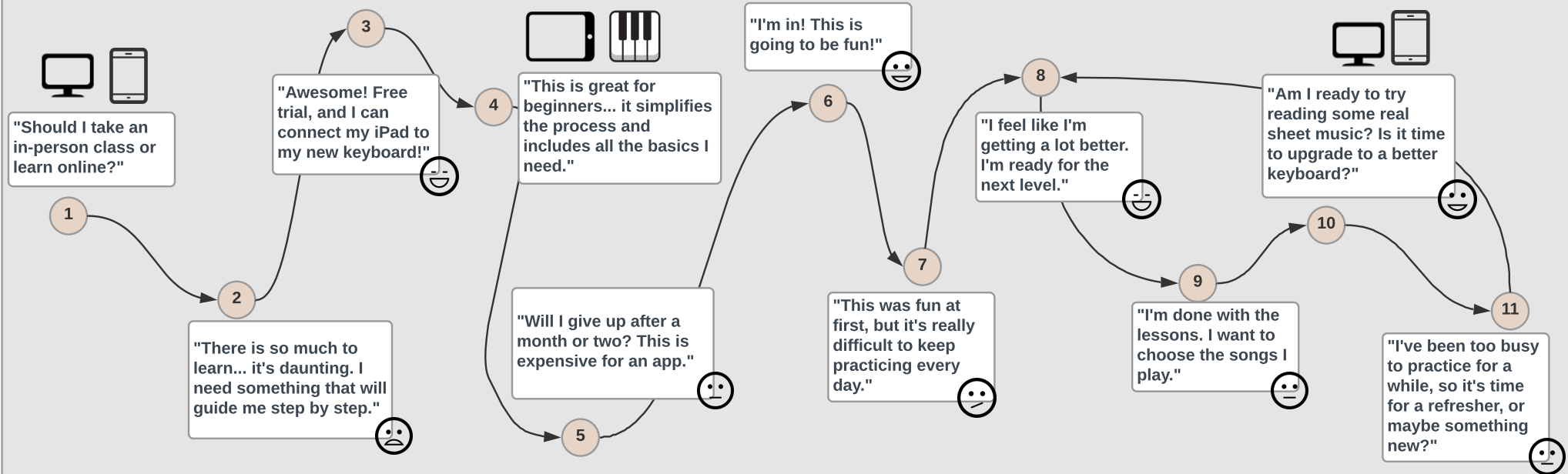
4. Become familiar with new keyboard
5. Learn how the app works
6. Choose track: classical vs. pop

## 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



## Opportunities

- Advertise on on social media
- Partner with piano tutors, or sites that advertise 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.