Customer Journey Map

	1 | Search	2 | Decision	3 | Hype	4 | Stagnation	5 | Retention
Goals & Expectations	• After finish the basics, find a new study tool for the most efficient & effective way to advance in european Portuguese	• Select an app that works best for her	• Understand more words and phrases • Language becomes slightly more intuitive	• Expects linear learning curve • Becomes better • See positive results	• A different learning style might show more results • Having a deeper conversation with her native Portuguese friends
Actions	• Search on Google for study tools for advanced learners • Look for new apps on Google Play Store • Look for alternative online ressources	• Reduce expectations • Select an app with different ressources	• Practise every day for a few minutes • Reviewing the same content	• Stuck on B1/B2-Plateau • Can't see improvement • Lack of motivation • Less motivation to study	• Discovers LingoPedia through online advertising • Starts using it to overcome her language level-Plateau • Learns with more realistic & mixed content
Thoughts	*"I hope there is something out there that can help me to improve fast."*	*"To find specialized material is hard."*	*"Maybe that will work?"*	*"There are many expressions and idiomatic structures that I still haven't acquired yet."*	*"This is actually quite fun!"*
Emotions	Excited to find new ressoures	Bored that she does not find something suitable	Curious about the app she found / Motivated to learn something new	Frustration because of just minor improvements	Hope that this app will be the one / Happy to discover new content
Pain Points	• Can't find many alternative ressources for european Portuguese • Brazilian and european Portuguese vocabulary is often mixed together or the same, but the pronunciation is completely different	• There is no app that fits all of her criteria • Most apps teach the basics & focus on one specific learning style	• Keeps forgetting the words and idioms she already learned • Gap between learning given sentences and constructing your own sentence is still too wide	• Frustration because she can't overcome her language level Pleteau	• Goal is not specific enough • The tasks take more time
Opportunities	• Give advice what the correct translation and pronunciation is • Working with tags in the tasks to notify the user of e.g. slang or dialect is being used • Giving space for the community to exchange about tips and ressources	• Working with AI which could automatically deliver new content from publicly accessible resources • High customizability of the learning material to one's own language level	• Learning with mixed grammar and context to make the language more intuitive • Spaced repetition to remember vocabulary in the long-term • More participation of the user during the tasks	• Reminding take language learning is a process and takes time • Allow users to reflect and set expectations • Interessting tasks in a playful approach	• Community where Portuguese language learner can exchange their knowledge • Give tips and tricks to advance with learning • Allow users to set their individual goals and adapt the tasks automatically to it