

User Journey Mapping

Ally's Journey Mapping

Goal

Manage stress, improve sleep, and achieve a baseline of calmness to live a more fulfilling life

Touchpoints

- Online articles about stress management
- Search engine results for stress management solutions
- Rogalife website
- Rogalife app (trial version)
- Social media platforms (Rogalife ads or organic posts)

Roga

Ally (Musician with Gig-Worker Lifestyle) Journey Mapping

STAGES				
Awareness	Consideration	Decision	Action	Retention
Ally, overwhelmed by her gig-worker lifestyle, searches for stress management techniques online. Discovers Rogalife through search results or social media ads.	Visits Rogalife website homepage. Seeks stress management and improved sleep solutions. Looks for content tailored to busy individuals, such as musician or freelancer testimonials. Interested in app resources variety.	Reads blog posts on stress management techniques and app benefits. Values app diversity, including meditation and expert content. Finds helpful and opts for a free trial.	Downloads Rogalife app and starts free trial. Explores features, completes self-assessment, interacts with AI companion.	Considers subscription for full app access. Visits website to compare subscription plans, reads user testimonials. Contemplates Roga device purchase for enhanced experience.
Pain Points		Opportunities		Call to Action (CTA)
Overwhelm from gig-worker lifestyle. Struggle finding time for self-care. Skepticism about generic stress solutions. Doubt about app suitability for busy gig workers.		Highlight app features for busy individuals. Emphasize personalized approach and free trial. Feature relatable user testimonials.		Download Rogalife app for a free trial. Subscribe for continued personalized programs. Explore Roga device benefits on the website.

Goal

Manage work-related stress, improve sleep quality, and maintain peak productivity without sacrificing significant time.

Touchpoints

- Productivity and well-being articles online
- Online reviews of stress management solutions
- Rogalife website
- Rogalife device (information or potential purchase)
- Rogalife app (if offered)

Chris (Software Developer & Freelance Photographer) Journey Mapping

STAGES				
Awareness	Consideration	Decision	Action	Retention
Feels overwhelmed balancing software development and freelance photography. Searches online for stress management tips and discovers Rogalife through articles or reviews.	Visits Rogalife website homepage. Looks for stress and sleep solutions, seeking testimonials from professionals with similar schedules. Wants to see how Rogalife fits his busy lifestyle.	Reads Rogalife blog posts showcasing device benefits during short breaks. Values time-saving aspect and potential productivity increase. Intrigued by low time commitment and explores app integration.	Explores device features and user guides. Watches explainer videos demonstrating ease of use. Considers purchasing device or exploring app trial for functionality.	After purchase or subscription. Uses device for stress relief during work breaks. Tracks progress and utilizes personalized programs. Notices improved sleep quality and focus.
Pain Points		Opportunities		Call to Action (CTA)
Managing stress from multiple job demands. Difficulty disconnecting from work, leading to sleep issues. Limited time for self-care and skepticism towards time-intensive solutions.		Highlight device as time-saving stress management solution. Emphasize app's personalized approach tailored to professionals. Provide user-friendly guides and videos demonstrating device usage. Ensure mobile-friendly website for convenient access.		Purchase Rogalife device for stress and sleep improvement. Download Rogalife app for personalized stress management. Explore website for more information and user guides on maximizing benefits.

Goal

Manage stress effectively, improve overall well-being, and achieve a healthy work-life balance.

Touchpoints

- Social Media
- Parenting blogs or websites
- Stress management articles for working parents
- Rogalife website
- Rogalife app (trial version)
- Rogalife device (information or potential purchase)

Olivia's Journey Mapping

Olivia (Single Parent & Marketing Executive) Journey Mapping

STAGES				
Awareness	Consideration	Decision	Action	Retention
Feels overwhelmed balancing demanding marketing career and single parenting. Searches online for stress management tips and discovers Rogalife through relevant articles or communities.	Visits Rogalife website homepage. Looks for stress management and well-being solutions tailored to working parents. Seeks testimonials from other working parents. Wants to see how Rogalife fits her busy schedule.	Reads blog posts addressing stress challenges for working parents on Rogalife website. Appreciates holistic approach and understanding of her unique needs. Intrigued by stress management without neglecting work or parental duties. Considers free trial of Rogalife app.	Explores website for integration with routines and success stories from working parents. Checks app's mobile-friendliness (if offered) for convenience. Explores device features and safety certifications. Considers purchasing device or subscribing to app, or downloads free trial.	After purchase or subscription. Uses device for quick stress relief during breaks. Integrates app's features into daily routine. Feels more focused and balanced.

Pain Points	Opportunities	Call to Action (CTA)
Constant stress from work and childcare. Difficulty finding time for self-care. Skepticism towards time-intensive solutions. Safety and effectiveness concerns.	Highlight Rogalife as tailored for working parents. Emphasize app's integration and personalized programs. Offer tips for seamless integration into daily routine. Communicate mobile-friendliness and device portability. Provide safety certifications and research data.	Purchase Rogalife device or download app for stress management. Explore website for tips on integration into busy routine.

Goal

Reduce employee stress levels, improve well-being, and boost productivity and retention within the company.

Touchpoints

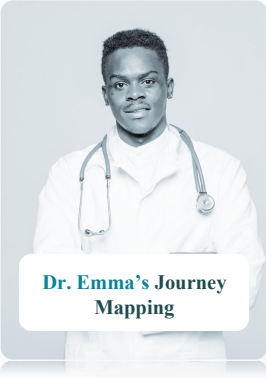
- Online resources on corporate wellness programs
- Websites of employee wellness solution providers
- Rogalife website (B2B section)

James's Journey Mapping

James (HR Specialist for a Tech Startup) Journey Mapping

STAGES				
Awareness	Consideration	Decision	Action	Retention
Observes high stress levels among startup employees. Researches corporate wellness programs and discovers Rogalife through online searches or industry publications.	Visits Rogalife website's B2B section. Seeks information on Rogalife's benefits for employee well-being and company performance.	Reads success stories of companies using Rogalife. Reviews data on stress management's impact on business performance. Estimates potential ROI using website's ROI calculator.	Investigates implementation and management aspects. Learns about company dashboard for user and subscription management. Explores bulk ordering and technical support options.	Proposes Rogalife implementation to company management. Manages employee access and subscriptions. Monitors usage trends and collaborates with employees for integration.

Pain Points	Opportunities	Call to Action (CTA)
Difficulty finding suitable solutions for employee stress. Lack of clear ROI data for corporate wellness programs. Concerns about implementation complexity.	Showcase Rogalife's effectiveness in B2B section. Highlight success stories and data on employee well-being and business outcomes. Provide an ROI calculator and clear implementation information. Offer technical support for seamless integration.	Explore Rogalife's B2B section for benefits. Access resources like success stories and ROI calculators. Contact Rogalife for further information or discussion.



Dr. Emma’s Journey Mapping

Goal

Find effective tools to recommend to patients struggling with anxiety and stress-related disorders.

Touchpoints

- Medical research databases
- Online resources for healthcare professionals
- Rogalife website (professional section)
- Rogalife device (information for recommendation)
- Rogalife app (information for patient integration, if applicable)

Dr. Emma (Medical Doctor Specializing in Stress Management) Journey Mapping

STAGES				
Awareness	Consideration	Decision	Action	Retention
Encounters patient with stress and anxiety issues. Seeks new tools for stress management recommendations. Discovers Rogalife through research or colleague recommendations.	Visits Rogalife website's professional section. Registers or logs in for access to sensitive information. Looks for evidence supporting device effectiveness.	Reads peer-reviewed studies and clinical trial data. Watches informative device demonstration videos. Feels confident in device science and benefits. Explores resources on patient integration.	Explores downloadable patient resources and integration guides. Considers attending Rogalife educational sessions. Contemplates recommending device to suitable patients.	Recommends device to patients as part of stress management plan. Utilizes Rogalife website for ongoing support. May contact professional support channel for specific questions.
Pain Points		Opportunities	Call to Action (CTA)	
Difficulty finding reliable tools for patient recommendations. Need for clear scientific evidence. Understanding device integration with treatment plans. Lack of resources or support for healthcare professionals.		Provide secure access professional section on website. Offer clear scientific evidence on device effectiveness. Showcase product demonstrations and educational resources. Provide information on patient integration. Offer downloadable resources and professional support channels.	Explore Rogalife professional section for device information. Download resources for patient recommendations. Attend Rogalife educational sessions. Contact Rogalife support for inquiries.	