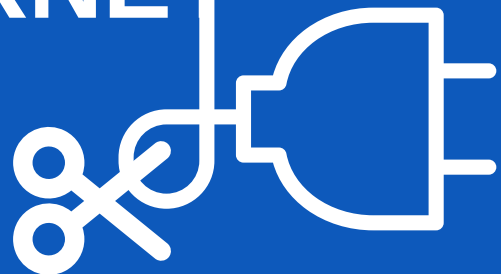

























THE CORD-CUTTING JOURNEY





Meet Barb


Barb is a 68 year old retired, widowed woman. She has subscribed to cable for over 30 years, but her bill has recently gone up. She's on a fixed income and wants to find a more affordable alternative to her cable package that has a good entertainment selection and less commercials. She's aware that many people now subscribe exclusively to streaming services and wonders if she is "tech-savvy" enough to do this too.


	RESEARCH	PURCHASE	EDUCATION	ACCLIMATION	ADVOCACY
THOUGHTS	<ul style="list-style-type: none">Can I do this?How much does it cost?Is it worth the hassle?What's are the options?Who else has done this?	<ul style="list-style-type: none">Going to take the plungeHope this works outThis is a big changeHow do I get set up?Will I regret cutting cable?	<ul style="list-style-type: none">Wow, this is a lotWhat do I do first?I don't want to break itHow do I get it on my TV?Where do I get local TV?	<ul style="list-style-type: none">I have the hang of thisThat wasn't so hardI like a lot of the contentWhat should I watch next?What's new to watch?	<ul style="list-style-type: none">Everyone should do thisI have no regretsI saved so much moneyMuch better than cableI love the content
ACTIONS	<ul style="list-style-type: none">Talk to family & friendsVisit streaming services' websitesRead online reviewsExplore content offerings	<ul style="list-style-type: none">Compare prices & plansChoose a serviceSign up & create accountEnter credit card infoRead welcome email	<ul style="list-style-type: none">Log in for 1st timeSet up on all devicesCreate profilesBrowse contentCall or live chat w/ supportChoose 1st thing to watch	<ul style="list-style-type: none">Log in and watch regularlyAdd content to viewing listRate contentRead emails about contentRead articles about monthly content changes	<ul style="list-style-type: none">Tell family and friends about the experienceWrite reviews onlineShare and like brand content on social mediaCommit to a bigger plan
TOUCHPOINTS	 	 	    	   	  
OPPORTUNITIES	<ul style="list-style-type: none">Digital, TV, & Radio AdsOffer a cord-cutting guide on websiteSponsor cord-cutting content or influencers online & on social media	<ul style="list-style-type: none">Competitor comparison chart on websiteOffer free trial or to cover one month of cable billTestimonials & Starting Guide in welcome email	<ul style="list-style-type: none">Offer how-to videos, always visible help button, and live chat on platformSend check-in emailOffer local news and forecast videos as content	<ul style="list-style-type: none">Offer discount for 6 month or year subscription"What to watch" assistant feature on platformPromote following brand social media accounts	<ul style="list-style-type: none">Send subscription anniversary emailsSocial media integration on platform for instant sharing about contentIn platform written reviews
EMOTIONS	<div>Curious Hopeful Eager Apprehensive Doubtful</div> 	<div>Adventurous Optimistic Uncertain Nervous</div> 	<div>Excited Overwhelmed Confused Anxious Hesitant</div> 	<div>Delighted Engaged Relieved Comfortable Indecisive</div> 	<div>Passionate Confident Trusting Enthusiastic Happy</div> 


Touchpoint Key:


Phone

Website

App

Email


Live Chat


Social Media


Emotions Key:


Positive

Negative

Overall Positive

Overall Negative

Overall Neutral

Very Positive