User story

This tool will help you visualize the concept and figure out possible faults and improvements on the user experience. Feel free to outline different users and develop related stories and multiple paths that the user could interact with the service, this will help you disclose more divergent objectives and refine your service proposition in order to comply those objectives.

Stoty title:
Give a title to your story

User description:
Add details such as name, gender, age, location, occupation and key attributes related to the topic

User story
Tell briefly the story of a user experience engaging with the service

1. Aware

2. Consider

3. Engage and first time use

4. Pause in Usage and Retention actions

5. Start using again

6. After prolonged period