

Adulting Amy: Lantern Pre-Planner User Journey Funnel

People say acknowledging their mortality helps them:

- Focus on what matters
- Cut out all the things that don't serve you
- Not let petty things get in the way of relationships
- Treat people with more respect
- Make choices and live differently

Step 1

Amy generally doesn't acknowledge death. It's a taboo topic and rather unpleasant to think about.

2

Through her life experiences, Amy slowly grows more comfortable with the idea of her mortality.

3

The combo of having major life events and learning about the burden of post-death logistics makes Amy see the value in making her own pre-plan. It's the responsible adult thing to do.

4

As she goes about her life, Amy is reminded of things she wants for after she dies. She doesn't really know how to take action on those thoughts though, and it seems like a big hassle to sort out. There's so much else going on in her life that it always gets put on the back burner.

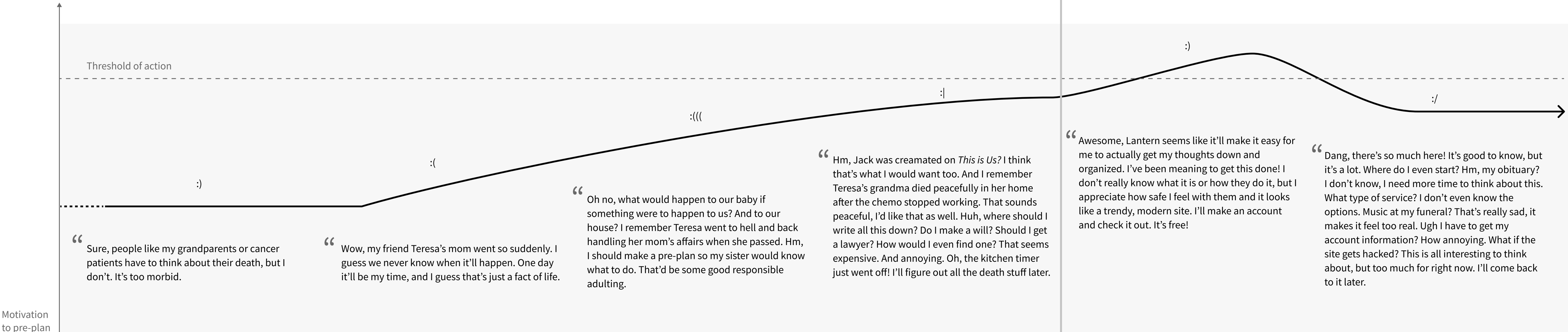
Enter: Lantern

5

Amy finds Lantern and is intrigued by the messaging. She doesn't know what to expect, but she's interested enough to sign up for the free trial.

6

Amy clicks around and realizes there's more to think through than she expected. Her reactions are mixed. She mentally notes tasks she wants to complete, but keeps putting it off.



“ Sure, people like my grandparents or cancer patients have to think about their death, but I don't. It's too morbid. :)

“ Wow, my friend Teresa's mom went so suddenly. I guess we never know when it'll happen. One day it'll be my time, and I guess that's just a fact of life. :(

“ Oh no, what would happen to our baby if something were to happen to us? And to our house? I remember Teresa went to hell and back handling her mom's affairs when she passed. Hm, I should make a pre-plan so my sister would know what to do. That'd be some good responsible adulting. :(((

“ Hm, Jack was cremated on *This is Us*? I think that's what I would want too. And I remember Teresa's grandma died peacefully in her home after the chemo stopped working. That sounds peaceful, I'd like that as well. Huh, where should I write all this down? Do I make a will? Should I get a lawyer? How would I even find one? That seems expensive. And annoying. Oh, the kitchen timer just went off! I'll figure out all the death stuff later. :|

“ Awesome, Lantern seems like it'll make it easy for me to actually get my thoughts down and organized. I've been meaning to get this done! I don't really know what it is or how they do it, but I appreciate how safe I feel with them and it looks like a trendy, modern site. I'll make an account and check it out. It's free! :)

“ Dang, there's so much here! It's good to know, but it's a lot. Where do I even start? Hm, my obituary? I don't know, I need more time to think about this. What type of service? I don't even know the options. Music at my funeral? That's really sad, it makes it feel too real. Ugh I have to get my account information? How annoying. What if the site gets hacked? This is all interesting to think about, but too much for right now. I'll come back to it later. :/

Motivation to pre-plan

Note that it's a funnel, which means we tend to lose people at every step.

Societal context

- Talking about death is taboo
- People consider death to be a sad and unpleasant topic

Personal context

- Death doesn't feel relevant most of the time
- Talking about death is okay in the abstract (ex: I want to leave this type of legacy) but hard in the concrete (ex: I want this person to give a eulogy at my funeral)
- It's scary to think about others' deaths, and people don't want to make their loved ones sad by making them think about it

Example triggers that remind people of their own mortality

- Someone close to them has passed
- Hearing about death in the world (ex: pandemic)
- Aging parents
- Media (ex: watching someone manage end-of-life in a movie)

Example factors that spur people to take action to pre-plan

- Being exposed to the post-loss process (through managing a death themselves or seeing someone close to them manage a death)
- Other people make end-of-life plans that involve them (ex: asking them to be a guardian)
- Life events (ex: having a baby)

Reasons people pre-plan

- Making sure there's a plan for their dependents
- Wanting to take back control from an out-of-control time
- Wanting to relieve burden on others
- It's a responsible, adult thing to do

Barreirs to actually making a pre-plan

- Confusion around how and what they should prepare
- They think it'll be hard, that they'll have to do a lot of research
- Fear of how much it'll cost
- Laziness
- Busyness of life
- No urgency
- Anxiety/heaviness around the topic

How people feel when they make a Lantern account

- Apprehensive
- Intrigued
- Curious
- Skeptical

*Some people do research on what's involved in end-of-life planning before finding Lantern, but may people sign up for Lantern without having done any research

Barriers to engaging with tasks

- They're overwhelmed by the number of tasks
- They don't know where to start
- It's hard to make decisions
- Writing things down feels too definite
- Not every section feels important
- They want to talk to loved ones about it but don't know how
- It's an emotional process
- It's annoying to gather account info/passwords

How people feel if completed

- Relieved
- Empowered
- Like a responsible adult
- Like they have a gift for their loved one