

jogo do bicho federal apostas online

Sure, I can create a user persona and a customer journey map for a hypothetical online gambling platform, based on the given keywords and search results.

User Persona:

Name: Aloisio

Age: 35

Occupation: Software engineer

Income: R\$ 5,000

Location: Curitiba, Brazil

Interests: Football, poker, and technology

Goals: Aloisio is looking to have fun and make some extra money on the side by playing online games and betting on sports. He is interested in beginner-friendly platforms with competitive odds and lucrative bonuses.

Customer Journey Map: Aloisio's journey with the hypothetical online gambling platform starts when he sees an ad for the platform while browsing the internet. He clicks on the ad and is redirected to the platform's website, where he learns about the different games and betting options available.

1. Awareness: Aloisio becomes aware of the platform through targeted online advertising.

2. Interest: He spends time browsing the website and reading reviews to determine if it's a reliable and user-friendly platform.

3. Consideration: Aloisio compares the platform's odds and bonuses to other similar platforms.

4. Decision: After careful consideration, he decides to sign up and make a deposit.

5. Onboarding: Aloisio creates an account and sets up his profile, including his payment information. He receives a welcome bonus and starts exploring the available games and betting options.

6. Engagement: Aloisio starts playing slots and places a few bets on football matches. He receives push notifications about new games and promotions, which encourage him to continue playing.

7. Advocacy: After a few successful bets, Aloisio recommends the platform to his friends and family, sharing his positive experience.

8. Retention: Aloisio continues to play and bet on the platform regularly, taking advantage of the loyalty program and generous bonuses.

Pain Points:

* Difficulty navigating the platform's user interface

* Limited availability of games and betting options

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