CUSTOMER JOURNEY

This is the journey of a

Self-Balancer

Self-Balancer strive for inner balance and a healthy physical and mental lifestyle. If she decides to buy something it is important for her, that the item is from high quality, made from sustainable materials or even handcrafted.

This is the journey of an

Urban-Matcha

Urban-Matchas are supporter of local businesses and communities, visit local farmers markets and pop-up shops in hopes of stumbling upon some unique finds. They also take great pleasure in finding personal and customized gifts for friends.

This is the journey of a

Social-Surfer

Social Surfer are always looking for the next outdoor adventure, where they can embrace their passion for boardsports (especially surfing) and enjoy life to the fullest. A strong connection to nature comes instinctively for them.

What are their key goals and needs?

- concentrating on my own physical as well as mental well-being (balance, piece of mind)
- being part of a community but at the same time differentiate myself through unique items (fashion, decoration) and experiences
- searching for adventurous but environmentally-conscious entertainment options

What do they struggle with most?

- struggling to find reliable and unbiased information about products
- struggling to find authentic and truly unique products or gifts
- struggling to do outdoor sports without having a bad impact on the environment

Journey Steps Which step of the experience are you describing?	**Discovery/Awareness** Why do they even start the journey?	**Consideration/Interest** Why would they trust us?	**Acquisition** How can they buy the product?	**Unboxing & First Use** How can they feel special?	**Sharing & Loyalty** Why would they buy again or recommend brand/product to others?
Actions What does the customer do? What information do they look for? What is their context?	Uniqueness & Value for myself: I want some truly unique artwork, which I can deeply connect with, create value for my lifestyle and differentiate myself from the crowd (decoration, apparel, sports equipment) Uniqueness & Value for others: I want some truly unique gift for friends/family or a special person, which creates true value for them, makes them feel appreciated and creates a deeper connection between us or the gifted person and the gift (decoration, apparel, sports equipment)	Customer Feedback and Ratings Transparency about production and sustainability standard The person/story behind the product Certification of Authenticity	Create an etsy account or continue with a guest account Get in contact with artist directly to order customized products Chose product Pay in advance	Thank you E-Mail Unboxing Experience (Follow-Up) Envelope with Certificate of Authenticity and handwritten Note/Polaroid "Story of your product" Instruction how to handle your product with care	Donation with every purchase Great User Experience Great Product Experience Emotional Connection to brand/product
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Connection & Community: I want to feel like a part of a community and feel an affinity towards the brand I support Sustainable & Handcrafted: I want to make sure that the products I buy are 100% sustainable and handcrafted Mass produced items: Hard to find ath. "special" No Transparency: Hard to find full transparency about production and used materials Avoid buying or gifting "unnecessary" things Hard to identify with a brand	I understand how the product is produced and which materials were used I feel like I buy sth. unique or special from high quality I am sure to support a sustainable business It already comes with a nice ready to gift packaging, so it's less work for me and it creates a higher value for the intended person I am sure to buy something long lasting because I try to reduce my consumption I am not afraid that the person I would like to buy the gift for already has the same or a very similar item I don't have to worry about buying a low quality product I don't have doubts about the sustainability standards of the considered product I know all the options I have for customization and a transparent pricing structure	No complicated buying process I don't give up any personal data Fast replies from the artist in case I have any questions Pay with a trusted system	I don't have unnecessary packaging waste My product arrives unharmed The Unboxing Experience makes me already feel special and like I purchased sth. unique and of high quality I know how to take care of my purchase that it lasts as long as possible	I feel like I am supporting a good cause I feel like I am part of a community I receive great feedback from respected peers or from the person who I bought the gift for
Touchpoint What part of the service do they interact with?	Friend's recommendation Pinterest Etsy Instagram Imprnt Recommendation of respected peers in the community	Etsy - Landing Page Instagram Posts and/or Stories Portfolio Website Etsy - Product Page Facebook Shop - Product Page customer feedback & ratings	Etsy - Buying Process Etsy - Invoice Woocommerce - Buying Process	E-Mails Packaging + Inserts Follow-Up envelope (when produced by partners) In case of complaints, damages or additional questions - direct contact to artist	Social Media
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤯	🤔	🥹	🥰	🥳
Backstage					
Strenghts What are I am already doing right?	Providing an almost 100% sustainable product portfolio Handcrafting all the SUNKEN FINS SUNKEN FINS as a truly unique product on the market Artwork motifs are exclusive Offering authentic content on social media Offering only high-quality products	Full transparency about materials and production Making Of articles about the whole development process Ratings and very good feedback available on etsy Own Webshop provides lots of background information	Etsy as trusted OMP Fast reply rate & good customer support	Exceptional Unboxing experience when ordering handmade products Highly sustainable packaging Packaging inserts: Thank you note and information about the packaging materials Safe Packaging for all products Story Card: Handwritten note with exclusive story about the product, QR Code with spotify playlist for audiovisual experience and link to other peoples stories	Giving back mentality: Donation with every Sunken Fin Great product quality Great experience
Opportunities What could we improve or introduce? Non-Implemented Ideas 🌀 Implemented Ideas ✅ Discarded Ideas ⛔	Increase the variety in design options and offer only limited, customized or original SUNKEN FINS ✅ Extending the product portfolio with supplementary products like greeting cards and new products like surfable fins. ✅ Work with "microinfluencers" and build collaborations with already "respected peers and brands" 🌀 Strong brand positioning to create a connection with product/brand: more "personal" marketing, more making of videos/more storytelling 🌀	Proving a certification of authenticity to create additional value to the customer ✅ Show personal stories of people how they connect with the artwork 🌀 Offer a transparent process about how to order customized products 🌀	Customizing Invoices from Etsy ✅ Own Webshop, multiple payment options ✅	Creating follow-up E-Mails to stay connected with the customer. 🌀 All customers should receive a digital handwritten note with story about the product, QR Code with spotify playlist for audiovisual experience and link to other peoples stories 🌀	Sharing stories from other buyers, how the artwork reflects their PERSONAL STORY 🌀 Donations with every purchase - show customer the impact of their purchase/donation 🌀
	Increase the variety in design options and offer only limited, customized or original artworks --> not possible for ⛔	blockchain registration --> too bad for the environment ⛔		Offering a follow-up envelope with certificate of authenticity and a handwritten note with the story behind product for products from productions partners --> too pricy ⛔	Let the buyer decide which NGO to support. --> not enough customers to create enough impact, better support only one organisation ⛔

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

- Buy some unique, high-quality, sustainable product for themselves or as a gift
- Be part of a community
- Support a good cause and be part of a positive movement

What can they finally avoid doing?

- worrying about consuming unsustainable products
- spending lots of time searching for unique products/gifts
- feeling like supporting mass-/or mainstream production

What changed in my environment?

- More individualized products based on needs of the customer
- Higher quality of user experience through all phases
- Emotional brand positioning and more "personal" marketing