

USER EXPERIENCE JOURNEY



Mikey

Trendy shoppers like her, look to be up to date with the seasonal fashion trends. They like to check blogs, magazines, browse shops, buy the latest products and show off. There are two kinds of buyers to satisfy, the one that has more money to spend and doesn't care about the temporary usage and the one that does.



Beatrice

Classic shoppers like her, look more in the products for quality and tradition, they check up reviews, history, quality and technology before buying, in order to make sure that is worth the investment. Thus, they are looking for something long lasting in terms of fashion and durability.



Fashion



Quality



Tradition



Fast buyer

Mikey
Beatrice

	Awareness / Triggers		Research		Purchase experience		After sales		Purchase information
USER/ VARIABLES	Mikey	Beatrice	Mikey	Beatrice	Mikey	Beatrice	Mikey	Beatrice	
Key points Stream Happy Inconfortable Indifferent Inconfortable Not happy Stream Pain	She likes to get informed of the new trends in magazines, blogs and social media	She likes to get information in fashion magazines, runways and follow influencers in social media	She spends many hours checking fashion information on her cellphone	She watches fashion events-since she likes videos and interviews with fashion designers	She would like feel the material and see the products in real life before buying it	She would like to understand very easily the policies to make sure that she is covered	She would like to be part of a loyalty program since she buys very often from the brand	She would like to have an excellent communication with the sales dept. and get all the information about the products	Mikey Age: 35 Occupation: retail designer Description: she is looking for a trendy bag to go out during this season, she has already a pair of shoes to match them, she want something very appealing and eye catching. Brands: Diesel and Miu Miu Final price: \$150+tax
	A lot of stimulating information	Very good inspiration	Very good inspiration	Stimulation creativity	Feel and see	Sufficient purchase information	She likes to get gifts and discounts	Product details make products more special	
	Too much information to make her mind	Most of the times she doesn't find exactly what she wants in the stores	Usually she doesn't find exactly what she wants. But something else	She gets creative and would like to personalize but it is not possible	Nor many option to do it virtually	The policies are often very long and boring to read	She doesn't like when companies doesn't show the appreciation towards their costumers	She doesn't like when she doesn't know much about the product so where she is spending her money	
Device & channel									Beatrice Age: 35 Occupation: marketing Description: she is looking for a classic design bag to complement her wardrobe, she likes to be very well informed about her purchase because she is ready to spend for good design Brands: Rudsak or Hermes Final price: \$295+tax
Platform									