



PERSONA

An average male, Bay Area CA, used to E-Commerce. value for money, reliability, not for brand.

SCENARIO

Last sofa was broken and scratched by cats. Replace sofa quickly. Browsed online and in-person.

USER EXPECTATIONS

1. comfortable. 2. lasts longer for cats. 3. same as shown on the internet. 4. delivered to front door, minimum to no shipping fee. 5. Price is comparable to same model sold in China

PHASE 1 Define and Information Search	PHASE 2 Evaluation of Alternatives	PHASE 3 Purchase	PHASE 4 Post-Purchase Outcomes
DOING <ul style="list-style-type: none"> - Job-to-be-done is purchase sofa. - Gather about online and in store, Amazon and Ikea. - Aware of Wayfair. 	<ul style="list-style-type: none"> - Found similar model on Amazon and in store. - In store models are limited. - Price is the key. 	<ul style="list-style-type: none"> - Searched on Wayfair, Amazon and Ikea multiple times. Wayfair ads are best match. - Clicked into ads and compared a few versions. Made purchase. 	<ul style="list-style-type: none"> - Examine the product details, about the same as description. - Reliable - No bad smells.
THINKING <ul style="list-style-type: none"> - Need to avoid mistake from last purchase. - Minimize cost and delivery. 	<ul style="list-style-type: none"> - All 3 parties sent online ads, but Wayfair sent the most matching ones. - I like trying new things. - Reviews are positive. 	<ul style="list-style-type: none"> - Wayfair and Instagram marketing team did a good job in matching me. 	<ul style="list-style-type: none"> - Wayfair is fairly good up to its promise. - Compare further next time. - Alternative to buy from China directly.
SAYING <ul style="list-style-type: none"> - Zeroth moment of truth (ZMOT)) - Encounter brand and its reviews online. 	<ul style="list-style-type: none"> - Zeroth moment of truth (ZMOT) - Micro-moments - Interact with its customer services. - Reading social media reviews 	<ul style="list-style-type: none"> - First moment of truth (FMOT) - I bought a product online. - It is delivered to my door. 	<ul style="list-style-type: none"> - Second moment of truth (SMOT) - Ultimate (Third) moment of truth (UMOT) - The customer service and return policy is fair. - A little over-priced.

INSIGHTS

- Marketing ads on social media is very personalized.
- A lot reviews on the internet, mostly positive.
- A lot more options compared to store and Amazon.
- Customer service and delivery service is comparable to Amazon.

INTERNAL OWNERSHIP

- More interactive ads than static ads.
- Price is too high about 50% compared to Chinese model, better than Amazon and Ikea price.
- Search engine can be optimized to reduce searching time.