

**Customer Journey:**

**Responding to social media:**

Following a long morning Chris is eating his lunch in the office whilst browsing social media on his smartphone, he is presented with an advert for a web development studio called “Spartan | Design”.

Chris thinks about his current website, he decides it may be time for an update, he clicks the link and is taken to the studio's homepage. He is presented with a grey and white, blog like homepage informing him of the company's current projects, the site includes images which convey professionalism and success.

The website's layout is clean and modern, with clear visible navigation routes which lead to portfolios, contact information and an about us page. Chris is suitably impressed with the navigation menu as it opens and collapses as he accesses it.

**View previous productions:**

Chris wants to view some of the studio's previous work in order to form an educated opinion on what the studio can offer, he clicks on the “Portfolio” option from the navigation menu.

Chris is then taken to the studio's portfolio, the images are laid out in a single row column on his mobile device. Chris decides to visit the page from a desktop to get a feel for how it performs. When viewed from his desktop Chris can see thumbnails of each previously developed sites. Also contained on this page are previous customer testimonials.

Chris really likes the customer testimonials and the dynamic way images are being presented in the desktop view.

**Emailing Spartan Design via web form:**

Chris being suitably impressed with the studio's productions starts his final journey, contacting the company to discuss the development of the site. He navigates to the contact us page and is presented with a web contact form which is narrative driven.

It explains what is needed from Chris in a very personable manner as the web form is structured like a conversation between Chris. Beneath the contact form, Chris can see a google map embedded onto the page just below the footer.

This further reinforces Chris's trust in the studio as he feels some level of comfort to know that if Spartan Design does create his production he will be able to see the developer and be able to illustrate his requirements in person.