Customer **Customer phases**	Before	During	After

Customer **Customer Journey**	A bad day for brakes!	Learning, and sharing	A new life of opportunities
Explanation	Sophia fell with her motorbike and broke her break pad. She decided to fix it herself, and starts to browse the internet in order to find detached parts. She knows what she is doing, and quickly opens her go-to provider. She buys what she needs, and fixes her bike. Several weeks later, it breaks again. She goes back to the website, and decides to buy another one but she wants to know more before buying this time: was there an issue with the product, or was it her who misused it? After browsing the web for a while, she can't find a discussion about the precise part she bought, because her bike is an old model and does not fit the standard part. Out of options, she is readying to change providers in order to get a part which has some reviews, just before she hears about Garrasi. She installs the Chromium extension, chooses her pseudonym (SoClefAnglaise) and voilà! as simply as that, she is in.	Having installed the extension, Sophie returns on her provider's website. The extension informs her that over two thousand people have commented on this web page. She opens the comment feed and clicks on the feedback category. Here, she sees that multiple people complain about a low quality on this particular piece. Some users point to another similar part from a different brand, even providing her with a link. She clicks, and after reading a great number of quality reviews, she decides to buy it. Before leaving the website, she gets curious and clicks on the "tips" category of the chat. A handful of people provide detailed tips about how to install the part, and what errors to avoid. She feels that her own experience could be useful, and adds to a tip discussing the importance of not scratching the surface by explaining how she protects it during manipulation. She scrolls some more, and gets more confident that she indeed did everything right, and that it was indeed the part that was faulty.	Sophie receives the new part and mounts it. It holds well this time, and she goes back on the app to confirm that it works as intended. She feels more confident in her ability to maintain her bike in the future because she has finally a way to discuss with people who have the same specific need for vintage parts. She will start using Garrasi to share what she learns when she works on her bike, and perhaps even to share tips for her studies as well.

Customer **Customer Needs**	She needs precise information concerning a specific product which does not have a lot of users. She needs additional information than what is provided by the official website. She needs to identify a problem before looking for a solution.	Sophie wants to make sure that she is making the correct choice, and wants to be sure that others will not have same difficulties or make the same errors.	She now has an easier access to a community of enthusiasts with whom she will be able to discuss and exchange at the same time as she is looking for technical information.

Customer **Emotional Curve**

Solutions **Potential Opportunities**			
Solutions **Idea 1**			
Solutions **Idea 2**			
Solutions **Idea 3**			