| Customer phases                          | No awareness   |   | Considering  | Using  |  |  | Loyalty   |
|--|--|---|--|--|--|--|---|
| Customer<br>Customer<br>Journey          | Scenario   | Problem   | Kevin learns about<br>Garrasi and considers<br>using it.   | Kevin installs the extension.  | First contact.   | Kevin enhances his web experience.   | Seduced by the app, Kevin starts to use it more and more.   |
| explanation                              | Scenario: Kevin, a young American in high-school, has a programming for a hobby. He is working on a new project, but isn't familiar with the subject. As he tries to find more information on the matter, he is met with an issue: the documentation for the software he is using is hard to read. | Kevin finds it difficult to read the documentation for the program he is trying to learn.  Online discussions are hard to find as this is a niche subject.  The official website mentions an update, but the discussions with the most reposts are talking about the older version.  Finding topics with people having the same problem as he does takes more time than reading the discussion. | A friend recommends Garrasi to Kevin, arguing that:  - it is always here when you need it - it is always only one click away - the most accurate posts are the first shown getting a good answer is faster | After a few clicks on<br>the Chrome Extension<br>Store, the extension is<br>installed. No need for<br>creating an account,<br>and it is free. The<br>whole process took<br>less than a minute. | The UI is simple, without too many confusing buttons. The app is simple to access and does not disrupt the navigation. | On the very website of the documentation for the latest update, there are hundreds of comments of people discussing what has changed.  Since the discussions are linked to the page of the documentation, Kevin knows that it is up to date with the latest version of the software.  Kevin finds both tips from experienced users, and question from new users like him, with responses from the community. | Kevin finds perks to using Garrasi on other subjects than programming.  With time, he starts to answer questions himself in the community chat. |
| Customer Needs                           |  | He needs a fast answer on a precise subject.  He needs to be sure the answer is related to the current version of the software.   | Finding a better way to find an answer than a traditional web research.  | He needs to install the app quickly in order to return to the main issue.  | Kevin needs to understand quickly how Garrasi works.   | He needs to get clear answers.   | He needs to continue to get better results from his internet experience.  He feels the need to share his own experience.                        |
| Customer Emotional Curve                 |  |   |  |  |  |  |   |
| Solutions Why Garrasi solve this problem |  | Garrasi takes the discussion where the problem is, by associating discussion with other websites.   |  | Garrasi does not ask for information or logins, and is self contained in the user's browser.   | Garrasi focuses on what is important, without adding too many functionalities. Discussions are the                     | The various communities of the internet can now gather in a single place -Garrasi- instead of being spread onto various websites.  |   |
|  |  |   |  |  |  | Customer Journey Map for Ideatio   | on Template - From Template   1/11/2023   Powered by <b>Custellence</b>   |

| Customer phases                          | No awareness   |  | Considering   | Using Using   |  |  | Loyalty   |
|--|--|--|---|---|--|--|---|
| Customer<br>Customer<br>Journey          | Scenario   | Problem  | Sophia considers using Garrasi.   | Sophia installs the extension.  | First contact.   | Sophia finds the community she was looking for.  | Sophie uses Garrasi more and more   |
| explanation                              | Scenario: Sophie is a medicine student passionate with mechanic. She owns a vintage motorbike and likes to customize it and works on it in the evenings.  On day, after a small crash, she has to replace the brakes.  After a few days, the brakes break again, for no apparent reason this time.  Sophie wonders what happened, and suspects a defect with the parts she bought online. She tries to look into it in order to decide if it was a one time issue with this part, or if it has to do with the brand she chose. | As Sophie's bike is vintage, there aren't a lot of people owning the same bike. Hence, few people are discussing this particular part online.  She finds it hard to get information as the discussions often mix in with other closely related topics. | She knows Garrasi because most of her friends are using the app daily. She decides to install it just in case, and to see what will happen. | After a few clicks on the Chrome Extension Store, the extension is installed. No need for creating an account, and it is free. The whole process took less than a minute. | Sophie likes that there are channels for questions, as well as tips and feedback.        | Back on the website where Sophie bought the part, the finds that a few Garrasi users are discussing it on the discussion linked to the store's page.  Some users are asking how to mount it, and she takes a few seconds to answer them.  Nobody is talking about issues with the durability of the part. She decides to ask a question herself in the chat.  A few days later, somebody answers her post: he had the same issue. She decide to ask the company for reimbursement and to buy the part elsewhere. | Sophie studies medicine, and often find herself in difficulty when she is reading a course online. She takes the habit of reading the comments and tips of other students who are doing the same exercices online than she does.  She also takes the habit of asking the community's advice before buying anything. |
| Customer Needs                           |  | She needs an anchor point to a community with few members.  She is looking for an information but has no idea where to get it from.  | Trying another approach.  | She has never installed a browser extension before and does not find Garrasi's website a  |  | She wants to exchange with fellow bike enjoyers.   | Sophie wants to exchange with classmates all over the world in order to better self study before her exams.   |
| Customer Emotional Curve                 |  |  |   |   |  |  |   |
| Solutions Why Garrasi solve this problem |  | As people get more used to using Garrasi, they see questions even on the less frequented websites.   | Although Garrasi is a bit unusual in the way one can connect to it for a social network, it is so simple to use                             |   | Garrasi separates the types of ask questions or simply look or simply discuss with other | for general feedback, tips,<br>users.  | Garrasi's nature renders discussion possible even about documents that do not ordinarily have a discussion associated, and are impossible to reference.  Template - From Template   1/11/2023   Powered by <b>Custellence</b>   |

