## **CUSTOMER JOURNEY**

STAGES	RESEARCH	BOOK APPOINTMENT	ARRIVE AND CHECK IN	WAIT DURING SERVICING	CHECK OUT	FOLLOW-UP
DOING	Conn Carage	01 01			RECEIPT	Green Garage Logic Second Jan  01
THINKING	How much will this cost? What's near me? How can I contact them? Why Groon Garage?	Are they facible? Can I just show up?     What's the fastest way to book an appointment?     Can I cancel or reschedule? How?	Is it casy to find and get there? Where do I perk? Where do I go? Who do I talk to? How long will the weit bo? How much will this cost?	What can I do while I wait? Would I rather wait here or come back later? Will it be done on time? How will Isrow? Can I watch what they are doing to my car? How is my service aco-friendly?	Will a mechanic tall me exactly did they did? Will I understand what she is talling me? What is the cost breakdown? Are there other tips for maintaining my car?	Where is my car? Is it in the same spot? When will I need to bring my car in again? What requires machenic, and what can I do on my own?
FEELING	Apprehensive - Don't want to spend a lot. Annoyed - Cer trouble is inconvenient. Clusters - I'm clusters about cars. Steptical - Will this really help the planet?	Frustrated - don't want to jump through so many hoops just to got an appointment.     Hopsful - I hope I get the time I want     Relevand - now that the appointment is set	Anxious - H I'm late, will they still take ms?     Uncertain - Am in the right place?     This looks different then other auto shops.     Annoyad - Ger trouble is inconvenienced, but it has to get done.	Surprised - It's specious and comfortable.     Borad - No magazines/TV? But thore's WFL     Skaptical - Is all this grean stuff for real?     Impatient - how much longer will this take?	Ralieved - It's finally donal Ralieved - The cost is as suspected. Disappointed - Dish't most my machanis? Clusters - Don't understand what they did.	Hoppful - Will my car run batter?     Optimists - Dose my car fael any different?     Cautious - Are they going to spam my inbox?
CUSTOMER EXPERIENCE	There's lots of competition so knowing who to trust is important.  • Site is overwhelming and hard to nevigate  • Broken links  • Outdated Info	Appointments can be booked by phone or online but it todious either way.  • Online form asks for a lot of information  • Large credit car image at the top is alarming  • Online booking still requires small and phone.  • Friendly attendant on the phone, but have to go through automated voice first.	Chock-in is feat and finandly but it doesn't fool fine the car is getting hugged.  • No advowledgement of first-time customer.  • Phone intige constantly and loudly.  • Customer not informed that chock-up is included with oil change, until he asked.	Weiling area is more comfy than most but meeting product and green facts gats old fast.  • Artifacts are not relevant to my service.  • No indication of my estimated completion.  • No antertainment.  • No acknowledgement from staff.	Chockout is fast an painless but it doesn't inspire a huge desire to return.  • Knowledge and passion only came after prompting.  • No clear breakdown of what was done, how it saves money, or the planet.  • No reason to stay connected between visits	GG is on social networks but there's no reason to stay connected between visits.  Need botter reminder than a stricker  Emailed receipt is a dead and.  Nothing to share or connect with my nowly green-tuned cer
OPPORTUNITIES	Do-clutter the website     Concise messaging     straight-forward navigation.	Streamline appointment form and process  Customer profiles so repeat appointments are easier to set.  Use phone for gathering additional details:  -> Is valet required?  -> What is going on with the car?	Display signage for perking. Identify it customer is now or naturning (for repport). Acknowledge green thinking in commerciation. Provide a menu of services with prices. Acknowledge both local amenities. Maps would be halpful.	Provide status updates. Simplify the display of the artifacts. More staff interaction. It's good to hear from staff who are passionate about stainability. Space is too open - differentiate between public and private spaces.	Cive highlights and discut them to their profile for more details about what was done Empower customers to visit the site to increase their smilege. Show price comparisons for different parts: GG vs. average auto shop.	In the cer service documentation, include degrams and user friendly terms.     Follow-up and build a idiationship how outstoner halped the environment with Green Garage, tips for the cer, runninders, and instations to special events.     Customer profile for brig-term stationarip, and record keeping, and easier appointments