



Stage	Awareness	Research	Evaluate/Test	Purchase	Pay	Service
 James Fletcher	"I am a new driver and I want to buy a cheap, affordable and small car."					
Actions / Events	<ul style="list-style-type: none"> Looking at advertisement 	<ul style="list-style-type: none"> Researching a desired car 	<ul style="list-style-type: none"> Test driving cars 	<ul style="list-style-type: none"> Making choice 	<ul style="list-style-type: none"> Settling payment 	<ul style="list-style-type: none"> Seeking help
Involved Parties	<ul style="list-style-type: none"> Marketing 	<ul style="list-style-type: none"> Marketing 	<ul style="list-style-type: none"> Sales 	<ul style="list-style-type: none"> Marketing Sales Accounting Service Department 	<ul style="list-style-type: none"> Accounting 	<ul style="list-style-type: none"> Sales

Customer Experience

Customer Thoughts	<ul style="list-style-type: none"> Angry Worry 	<ul style="list-style-type: none"> Overwhelmed Excited 	<ul style="list-style-type: none"> Excited Concerned 	<ul style="list-style-type: none"> Unsatisfied Lack features 	<ul style="list-style-type: none"> Troublesome 	<ul style="list-style-type: none"> Glad
Personas  James Fletcher	 <p>The graph shows the emotional journey of James Fletcher across the stages. The y-axis represents emotions from Angry (bottom) to Excited (top). The x-axis represents the stages. The journey starts at 'Unhappy' (Worry) in the Awareness stage, rises to 'Excited' in the Research stage, dips to 'Happy' in the Evaluate/Test stage, falls to 'Unhappy' in the Purchase stage, reaches its lowest point 'Angry' in the Pay stage, and finally rises to 'Excited' in the Service stage.</p>					
Brand and Value Perception	<ul style="list-style-type: none"> Don't trust dealers 	<ul style="list-style-type: none"> Website capabilities make a difference 	<ul style="list-style-type: none"> Providing a good experience at the first touch point drives more visits 	<ul style="list-style-type: none"> Sales skills and approach vary 	<ul style="list-style-type: none"> Too much time on paperwork 	<ul style="list-style-type: none"> Excellent repair and other post sales services make a difference

Recommendations

Gap / Opportunity / Celebration	<ul style="list-style-type: none"> Establish reputation 	<ul style="list-style-type: none"> Professional website 	<ul style="list-style-type: none"> Targeted testing support 	<ul style="list-style-type: none"> Good sales skills 	<ul style="list-style-type: none"> Reduce paper work 	<ul style="list-style-type: none"> More kinds of services Periodical follow-up
Potential Solutions	<ul style="list-style-type: none"> Place TV ad Spokesperson strategy 	<ul style="list-style-type: none"> Review and redesign current company website 	<ul style="list-style-type: none"> Dedicated staff that assists the customer throughout the test drive process 	<ul style="list-style-type: none"> Training 	<ul style="list-style-type: none"> Pre-written forms 	<ul style="list-style-type: none"> Strengthen the existing service portfolio Introduce new service Reduce manpower by not to provide unpopular services