



Young professional, interested in educational or recreational literature. Prefers hard copies.

MARCUS X.

TEAM-4: STAGES OF JOURNEY

ACTIVITIES

PROCESSES

CUSTOMER EXPECTATIONS

EXPERIENCE

OPPORTUNITIES FOR IMPROVEMENT

AWARENESS

SEARCHES FOR CONTENT

BROWSES SITE

EVALUATES THE PRODUCTS

PAY

RECEIVES PRODUCT

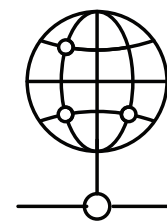
Wants to subscribe to and purchase curated content



Marcus thought about ways to learn more about Agile practices in the work environment.

To take a look at sites on the internet offering a broad range of books, blogs, articles etc.

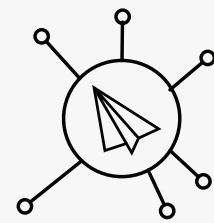
Searches the internet for leads using keywords



Marcus feels it's time to start a search for a source that has the content he needs.

To find sites based on content that relates to learning or reading needs.

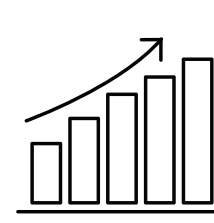
Clicks through tabs and ad results



Marcus checks if his various search queries returned any links of interest to him.

To get redirected to a website with reasonable product offerings.

Compares different site contents and offers



After checking out various sites, blogs and forums, Marcus focuses on the Viscosi website.

To pick the most suitable website for present and future needs.

Checks for discounts or premium member content



Marcus skims through the site to get an overall idea of the product offerings and pricing.

To understand the extent of products and pricing offers.

Opens product page for details, reviews and related products.



He looks closer into books of interest to get info on the scope, content and pricing.

To know if the scope and content of the product matches the given title or topic.

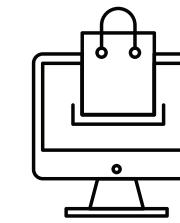
Compares products and pricing



He short-lists books with similar content and compares them side by side.

To find the product offering the lowest price on the topic of interest.

Processes payment for product via bank card or online system



Marcus makes a decision (membership included). He chooses Paypal and completes purchase.

To get a list of supported payment options: debit cards, credit cards, PayPal etc.

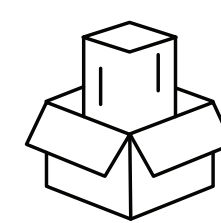
Receive order confirmation and status



He receives an email to confirm his order, a tracking link and alert on a future release.

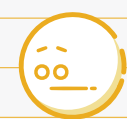
To get a confirmation of the purchase and proceed to the delivery stage.

Product delivered as scheduled



Marcus receives his order on time at the designated spot without any issues.

To get the product delivered as scheduled without disruptions.

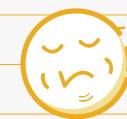


Sad at gap in learning or reading expectations



Overwhelmed with all the possible search criterias.

Choosing the proper keywords to optimize the site and pages for search engines.



Confused due to loads of sites with misplaced content.

Periodically review Page Title and Meta Description to ensure the first impression is great.



Relieved to find a site with a ton of potential.

Get endorsement from learning institutions to increase the probability of being chosen.



Glad to find good content and even better premium content at reasonable prices.

Partner with known vendors, work or learning institutions to improve discounts or pricing offers.



Content with the brilliant summaries and reviews of the selected products.

Embed product page links into the related products section of other websites.



Puzzled as to which is the best option given the budget, uses rank bot on the site.

Incorporate concrete reader or user reviews into the product ranking feature.



Pleased with list of convenient payment options at check-out.

Provide installmental payment options for more flexibility.



Excited that purchase is set and delivery is next.

Order modification, say 24-hrs after purchase. For premium members only.



Full of joy as product is delivered as expected with a thank-you card.

Personal touch: Call to premium members to ensure delivery is pristine.