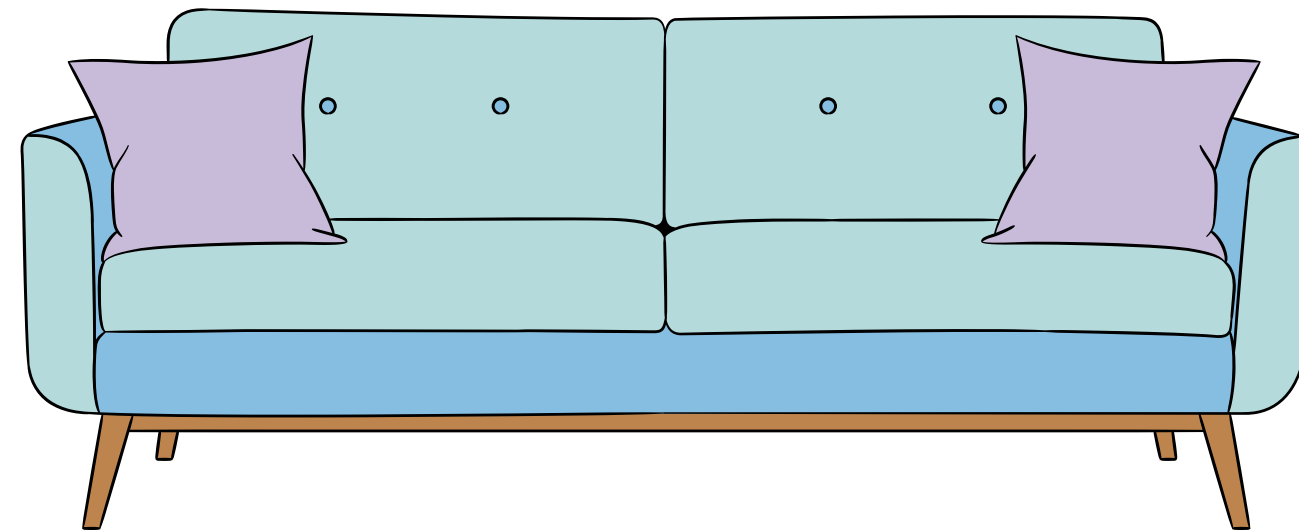# CHILLOMANIA

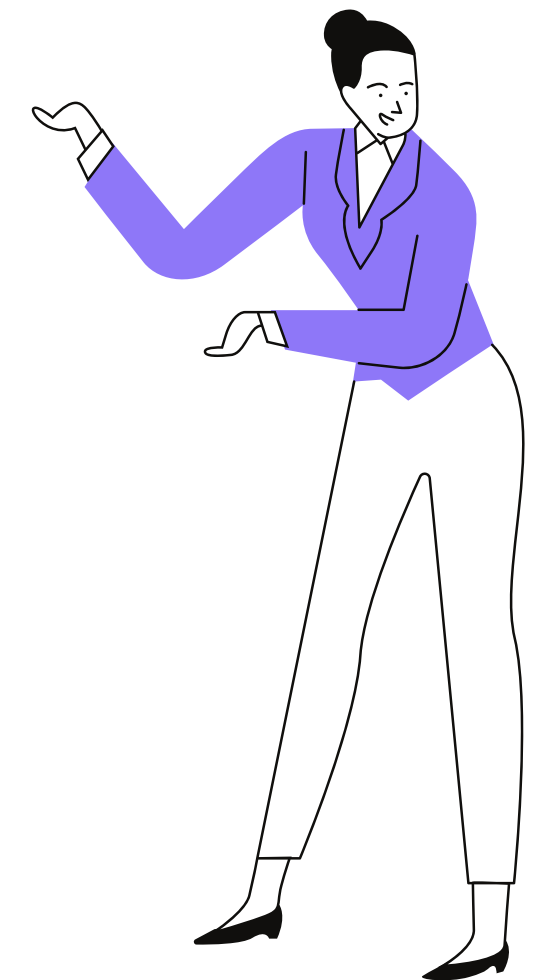## Customer Journey, Online Presence and Martech Stack

KATHERINE & DEVYANI

Did you know?

Only 53% of people eat at the dining room or kitchen table, 30% of people eat on the couch, and 17% of people eat on their beds.
(The Atlantic)

31% of consumers will pay more than their budgeted amount if they find the perfect item.
(Small Business Trends)

Approximately 30% of consumers are looking for a new couch.
(New York Post)

Industry Trend

2025 Global Revenue In The Home Furnishing Industry By Country

Country	Revenue
China	$181.8B
US	$87.4B
Japan	$21.8B
UK	$18.1B
Germany	$17.9B
South Korea	$13.5B
France	$12.6B
Indonesia	$8.7B
Canada	$6.8B
Brazil	$5.4B

Online Vs. Offline Home Furnishing Sales

Year	Online	Offline
2018	24%	76%
2019	24%	76%
2020	27%	73%
2021	28%	72%
2022	29%	71%
2023	31%	69%
2024	33%	67%
2025	36%	64%

● Online ● Offline

★ Europe's furniture industry is projected to experience a steady annual growth rate of 3.28% (CAGR 2024-2028)
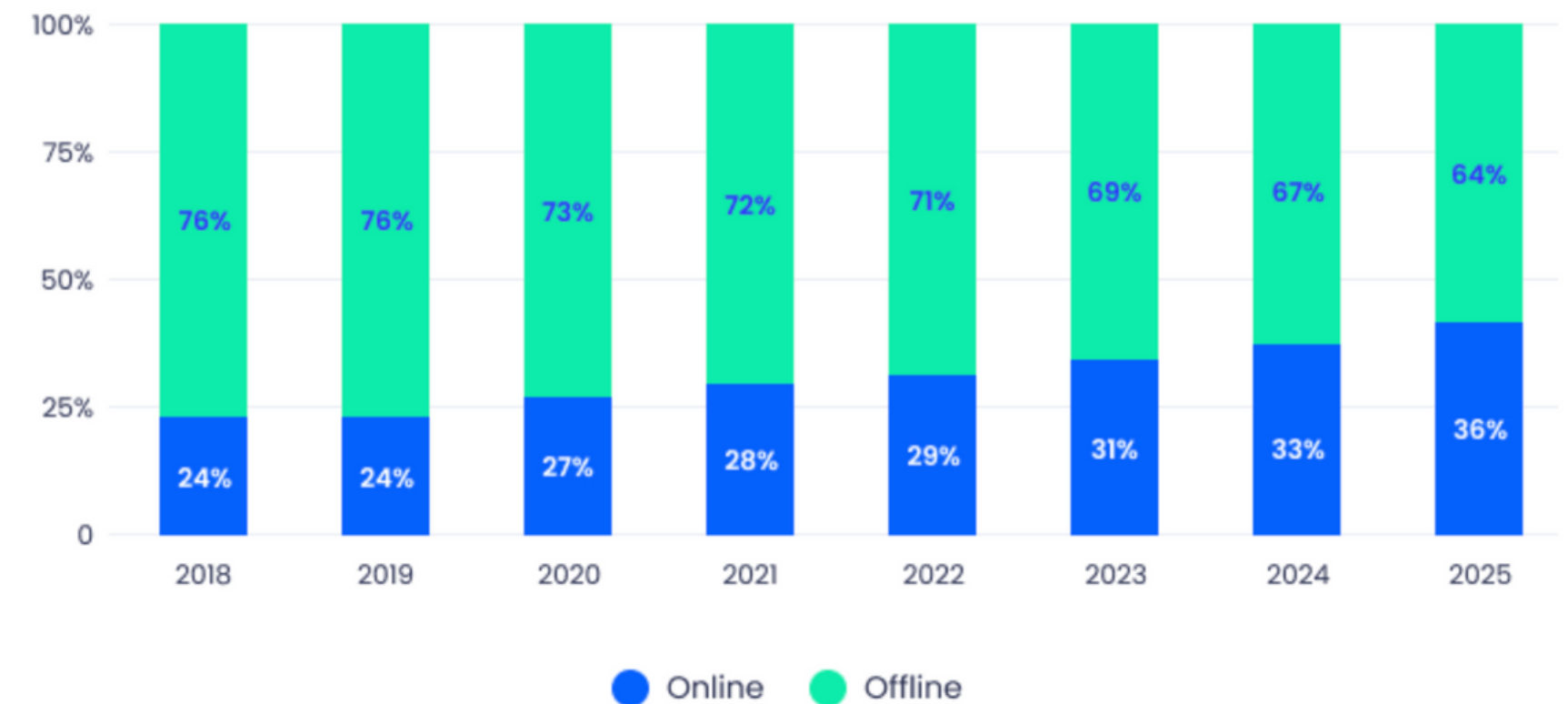
★ In Germany, there is a growing trend towards minimalist and functional furniture designs that prioritize quality and sustainability.

Source: Statista

CUSTOMER JOURNEY MAP

★ How customers engage with our product or service

★ Design better experiences for them

★ Creating personas that represent our different types of customers

★ Describing their actions, thoughts, and emotions throughout identified phases.

Let's dive in!

Customer Journey Map for Jennifer

		AWARENESS	CONSIDERATION	PURCHASE	RETENTION	ADVOCACY
WHAT IS THE CUSTOMER THINKING?		1. Notices her sofa has stain and looks boring. It does not represent her. 2. Wants a stylish & functional sofa *"I know the importance of sustainable living in creating an ideal home"* *"I want a new sofa that does not get stained easily"*	Evaluating different brands known for stylish designs and eco friendly practices, and the ones that offer stain resistance technology. *"I have narrowed down my options"* *"I weigh the pros and cons of different sofas"*	Decides to purchase the sofa from Chillomania that meets her criteria, budget and functionality *"I know what i want & I am ready to purchase"* *"I need to make sure it aligns with my values"*	Evaluating the quality and comfort *"I feel valued as a customer with the welcome email from the brand"* *"I am using my new Sofa!"*	Share her positive experience socially online and offline. *"I'm genuinely satisfied with my purchase and the brand's values"* *"I want to share my positive experience with others"*
WHAT IS THE CUSTOMER FEELING?		Excited to get a new sofa	Indecisive due to limited options	Eager and optimistic	Feeling of relief and satisfaction	Gratitude towards the brand and fulfilment
WHAT IS THE CUSTOMER DOING?		1. Browses online, social media (instagram and pinterest) 2. Read interior blogs for options 3. Engages in discussion in the community and is informed about Chillomania by a parent *"I research and browse online for options"* *"I read blogs and watch videos for inspiration"*	1. Exploring different brands including Chillomania's values about sustainability and stain-resistant technologies 2. Reading customer reviews and asking opinions from previous buyers of Chillomania. 3. Researching about sustainable options/materials online 4. Compare features, prices and read about return policies. *"I check more closely the shortlisted options"* *"I'm considering how each sofa fits in my home"*	1. Placing the order on Chillomania website 2. Uses the referral code provided by the parent 3. Complete the payment 4. Selecting date for delivery *"I receive the confirmation email"* *"I can see order tracking info and wait for the delivery"*	1. Assess the quality of the sofa 2. Provides a positive rating on the Chillomania review webpage 3. Feeling valued as a new customer 4. Subscribe to the Chillomania newsletter, follow them on Instagram & Pinterest *"I write reviews and post photos"* *"I engage with loyalty programs"*	1. Customer satisfaction surveys 2. Make another purchase 3. Enrols for referral program 4. Provide referral codes to friends and family *I explore additional products or services from the brand* *"I refer the website to my friends and family"*
WHAT ARE THE CUSTOMER'S TOUCHPOINTS?		1. Mobile/Webapps 2. Search engines 3. Lifestyle blogs/advertorials 4. Social MediaReview sections 5. Word-of-mouth recommendations.	1. Mobile/Webapps 2. Chillomania website & blog 3. Social Media including Chillomania 4. Review sections 5. Review websites- Reddit, Trustpilot, Trusted Shops	1. Chillomania Website 2. Payment platform (Paypal, Apple Pay, etc) 3. Chillomania chat bot/email service	1. Follow up emails for feedback 2. Warranty email with stain-proof guarantee 3. Additional product suggestion or coupon code newsletters	1. Referral program 2. Social media 3. Review platforms 4. Word of mouth marketing

Name:
Jennifer Meyer

Occupation:
Key Account Manager

Age
34 Years

Goals:
- Combining parenthood and self fulfillment
- Living a sustainable lifestyle

Pain Points:
- Finding furniture that is stylish and functional at the same time

Customer Journey Map for Olaf

Name:
Olaf Carl
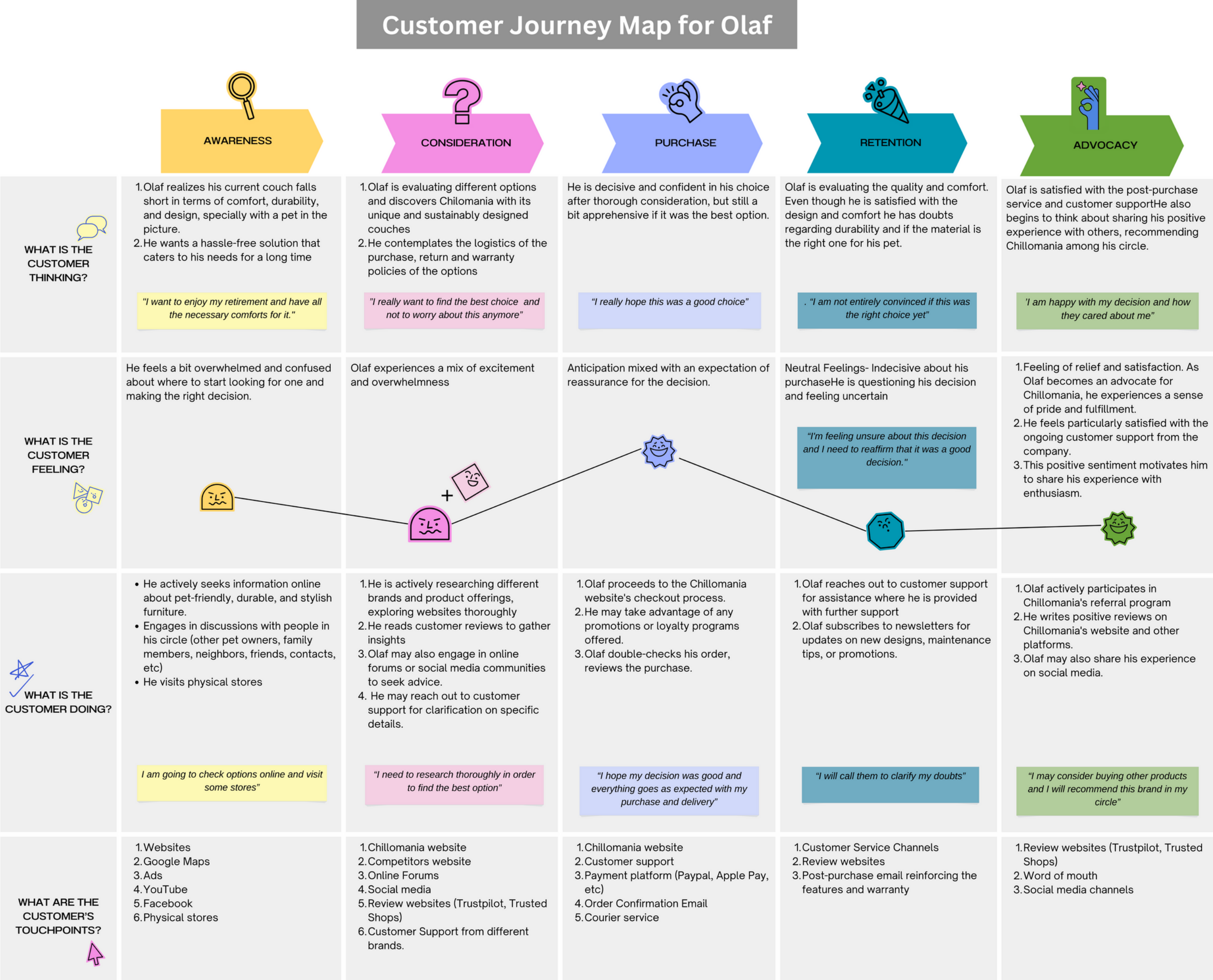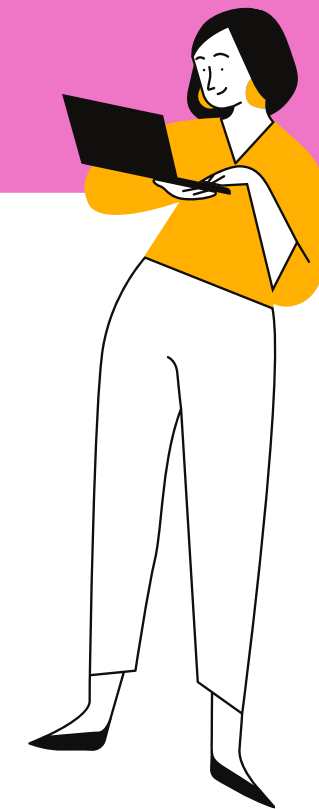
Occupation:
Retired Architect

Age
64 Years

Goals:
- Enjoy retirement

Pain Points:
- Finding furniture that reflects his extroverted personality and is pet-friendly

	AWARENESS	CONSIDERATION	PURCHASE	RETENTION	ADVOCACY
WHAT IS THE CUSTOMER THINKING?	1. Olaf realizes his current couch falls short in terms of comfort, durability, and design, specially with a pet in the picture. 2. He wants a hassle-free solution that caters to his needs for a long time *"I want to enjoy my retirement and have all the necessary comforts for it."*	1. Olaf is evaluating different options and discovers Chilomania with its unique and sustainably designed couches 2. He contemplates the logistics of the purchase, return and warranty policies of the options *"I really want to find the best choice and not to worry about this anymore"*	He is decisive and confident in his choice after thorough consideration, but still a bit apprehensive if it was the best option. *"I really hope this was a good choice"*	Olaf is evaluating the quality and comfort. Even though he is satisfied with the design and comfort he has doubts regarding durability and if the material is the right one for his pet. *. "I am not entirely convinced if this was the right choice yet"*	Olaf is satisfied with the post-purchase service and customer supportHe also begins to think about sharing his positive experience with others, recommending Chillomania among his circle. *'I am happy with my decision and how they cared about me'*
WHAT IS THE CUSTOMER FEELING?	He feels a bit overwhelmed and confused about where to start looking for one and making the right decision.	Olaf experiences a mix of excitement and overwhelmness	Anticipation mixed with an expectation of reassurance for the decision.	Neutral Feelings- Indecisive about his purchaseHe is questioning his decision and feeling uncertain *"I'm feeling unsure about this decision and I need to reaffirm that it was a good decision."*	1. Feeling of relief and satisfaction. As Olaf becomes an advocate for Chillomania, he experiences a sense of pride and fulfillment. 2. He feels particularly satisfied with the ongoing customer support from the company. 3. This positive sentiment motivates him to share his experience with enthusiasm.
WHAT IS THE CUSTOMER DOING?	• He actively seeks information online about pet-friendly, durable, and stylish furniture. • Engages in discussions with people in his circle (other pet owners, family members, neighbors, friends, contacts, etc) • He visits physical stores *I am going to check options online and visit some stores"*	1. He is actively researching different brands and product offerings, exploring websites thoroughly 2. He reads customer reviews to gather insights 3. Olaf may also engage in online forums or social media communities to seek advice. 4. He may reach out to customer support for clarification on specific details. *"I need to research thoroughly in order to find the best option"*	1. Olaf proceeds to the Chillomania website's checkout process. 2. He may take advantage of any promotions or loyalty programs offered. 3. Olaf double-checks his order, reviews the purchase. *"I hope my decision was good and everything goes as expected with my purchase and delivery"*	1. Olaf reaches out to customer support for assistance where he is provided with further support 2. Olaf subscribes to newsletters for updates on new designs, maintenance tips, or promotions. *"I will call them to clarify my doubts"*	1. Olaf actively participates in Chillomania's referral program 2. He writes positive reviews on Chillomania's website and other platforms. 3. Olaf may also share his experience on social media. *"I may consider buying other products and I will recommend this brand in my circle"*
WHAT ARE THE CUSTOMER'S TOUCHPOINTS?	1. Websites 2. Google Maps 3. Ads 4. YouTube 5. Facebook 6. Physical stores	1. Chillomania website 2. Competitors website 3. Online Forums 4. Social media 5. Review websites (Trustpilot, Trusted Shops) 6. Customer Support from different brands.	1. Chillomania website 2. Customer support 3. Payment platform (Paypal, Apple Pay, etc) 4. Order Confirmation Email 5. Courier service	1. Customer Service Channels 2. Review websites 3. Post-purchase email reinforcing the features and warranty	1. Review websites (Trustpilot, Trusted Shops) 2. Word of mouth 3. Social media channels

ONLINE PRESENCE

ONLINE PRESENCE MUST HAVES

Google Business Profile

Website & E-Shop

Search Engines

Google Ads

Referal Program

reviews

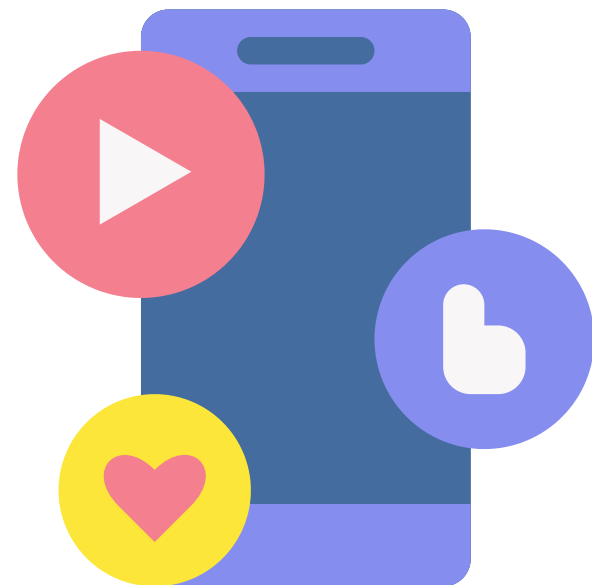Customer Review Websites

ONLINE PRESENCE NICE TO HAVE

Company blog
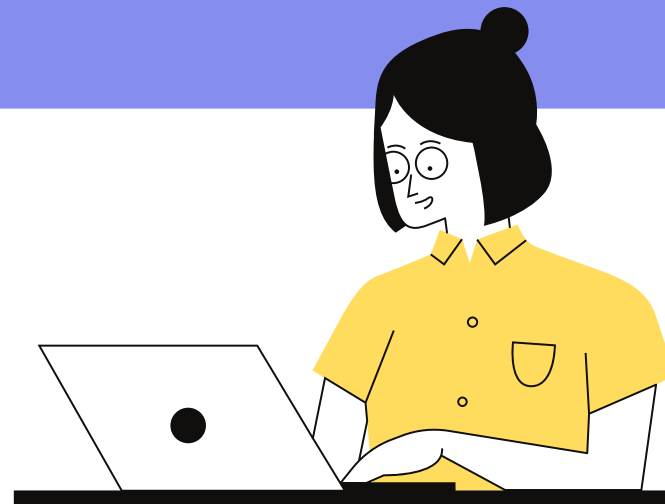

Advertorials

With promos, tips, etc.

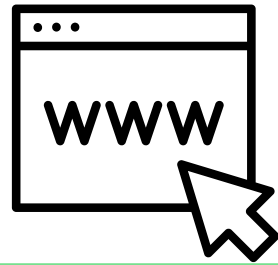Social Media: Company's Instagram,
Facebook & Pinterest

Colabs with life-style
influencers

MAR-TECH STACK

CONTENT

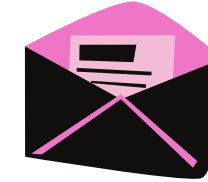## Website and Onlineshop

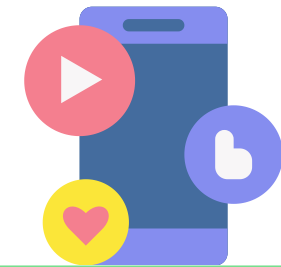### Online infrastructure
Wordpress (content management) Shopify

Content Creation
chatGPT, Jasper.ai, Bard, Humanise.ai

Content Optimization
Lighthouse, Google trends, Google keyword planner

Newsletter, Blog and Social Media

Content Creation
chatGPT, Jasper.ai, Bard, Humanise.ai

Creative Creation
Canva, AdCreative, InVideo.ai

Content Distribution
Mailchimp, Hubpot, SproutSocial, Buffer

RELATIONSHIP

Reviews

Trustpilot, Google reviews, TrustedShops, Google alerts

CRM Softwares / ChatBots

Hubspot, Intercom, Helpcrunch

MEASUREMENT & DATA

Tag Management System
Google Tag Manager

Web Tracking
Google Analytics

Ad Performance Tracking
Google Ads

UX Tracking
Hotjar

Data Visualisation
Google Looker and Google optimize

CONCLUSION

The statistics unveils a compelling opportunity and the importance of online presence.

Crafting sustainable furniture but also strategically positioning it's stain and mechanical stress resistant technology in the digital realm at the earliest.

Prioritise actionables based on current bandwidth and leverage free tools for the brand's growth before investing in paid tools or manpower