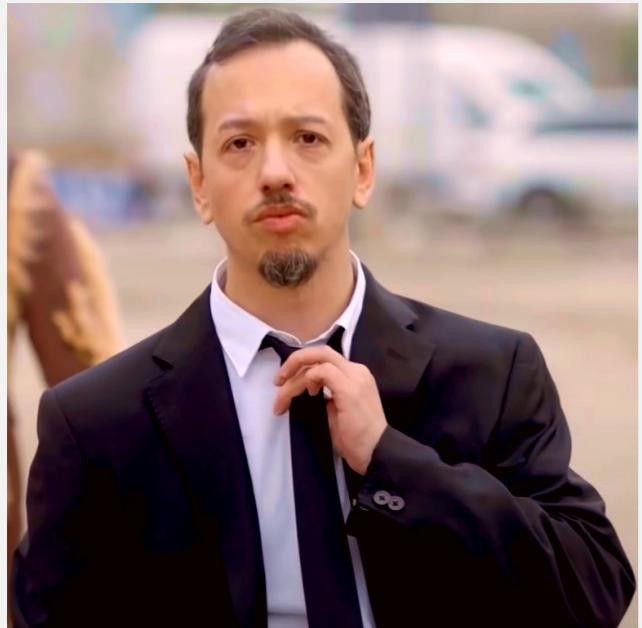


ANTONIO TINTONIO



SMART - INTERESTED - CONNECTED

"I really want to drink a lot, have a nice time, and explore the wines and landscapes around Granada"

DEMOGRAPHICS

Age: 41

Gender: Male

Profession: Consultant

Nationality: Spanish

Location: Málaga, Spain

Lifestyle & bio: Business man that wants to relax and recharge with his friends on his weekends. Is single and open to date.

GOALS - INTERESTS

- Sports
- Culture
- Relaxed environments
- ready to connect with new people
- Will travel in a group of 4

PAIN POINTS - CONCERNS

- Does not want to be in charge
- Wants to recharge
- Wants to be able to buy the best wine of the region to bring back home
- Needs parking for his car

SCENARIO

Antonio wants to relax from his very stressful daily life on the weekend. He will travel with friends in his own car and wants to spend one weekend in Granada (2 nights). He wants to go out to party on Saturday night and plans to do a wine tasting during the day. On Sunday after lunch he wants to return to Malaga.

MOTIVATIONS

Landscape and Culture

Relaxation

Connection

SKILLS

Technology

Problem solving

PERSONALITY

Introvert

Extrovert

Low confidence

High confidence

Follower

Leader

Close minded

Open minded

Solo

Collaborative

BRANDS



BOSS
HUGO BOSS

ck
Calvin Klein

User Journey #1 Case study: First-time wine purchase

user journey map template [DIU-UX Toolkit]



Antonio Tintonio

- Male
- Consultant
- 41
- Málaga, ES

Scenario

Antonio wants to spend a weekend in Granada with his friends. He wants buy some bottles of wine from the website to take home to Málaga. In this case study, Antonio wants to buy some wine from the website.

Expectations

- Wine recommendations (personalised)
- Wines with high reputation
- clear payment and shipping instructions

STAGES

Awareness

Inspiration

Decide

Act

Observation

Conclusion

STEPS

Buy wine from the website

Inform about wines on the website

Decide on three bottles of wine

Coordinate through checkout

Shipping of wine bottles

Successful purchase

THINKING

Antonio wants to buy nice wine from the region he is traveling to.

He wants to find wines that will impress his friends. He will google wines of Granada.

Antonio is going to the shop part of the website to compare different options.

Antonio is buying his selection of wine.

Antonio is waiting for his purchase.

Antonio has successfully purchased wine from the website. He evaluates the quality of the wine.

DOING

Antonio informs himself in the internet and finds the website.

He goes to the website and informs himself about Granadas wine culture, also watching content that is related on social media.

He is adding wine bottles to his cart and ensures that the shipment is possible to his home location.

Antonio receives a confirmation email about his order.

He is checking the shipping updates and waits for the arrival of the wine.

Antonio is leaving a review on the website.

PAIN POINTS

Antonio might question if the website is a legit source and if the wine is good.

Lack of specific content about the wines of Granada might hinder spark of interest.

If the checkout process is not clear, this might lead to confusion or aborting of the process.

The payment methods should be clear, safe and diverse.

Shipment issues have to be communicated clearly, otherwise they might lead to frustration.

Reviews have to be possible for specific bottles of wine and the overall service.

FEELING



feeling

feeling

feeling

feeling

feeling

feeling

OPPORTUNITIES

More specific ads and verification for the website could help.

Increase Granadas wine culture exposure on social media.

Make sure that prices and shipping options are transparent.

Implement clear payment methods that are safe; immediate confirmation email after purchase.

Clear customer support also in this stage, to avoid frustration.

Make sure the reviewing process is responsive, easy and personal (thank-you note for positive review).

PERSONA #2: MARIA HERBURY



WINE LOVER - ACTIVE - FRESHLY RETIRED

"After my retirement I started taking up new hobbies and I am ready to explore the world"

DEMOGRAPHICS

Age: 67

Gender: Female

Profession: Retired

Nationality: English

Location: London, UK

Lifestyle & bio: Maria has been working as a Kindergarten Teacher for the last half century. Now she is ready to explore Spain and especially get to know parts of the country she is unfamiliar with.

GOALS - INTERESTS

- Maria has a lot of free time and wants to explore
- She is ready to develop new hobbies
- She is open to meet new people and make friendships
- She is interested in nature, gardening, and culture
- She would love to learn Spanish but has no prior experience

PAIN POINTS - CONCERNS

- Maria does not like overly touristic places
- She wants to get to know more about the Spanish country side and is worried that every event will take place in the same destination
- Maria is unfamiliar with complicated websites
- Maria does not speak Spanish

SCENARIO

Maria has not been traveling a lot in the past years because she has been a Kindergarten Teacher. She has not had much flexibility on her holiday schedule and now wants to take advantage of the off-season. She will be traveling to Spain for one week. She will arrive in Malaga by Airplane and take the public bus to Granada. She will stay in Granada for two nights and plans to visit the Alhambra. She wants to see the countryside of Granada for one day and plans to do a wine tour with rutadelosvinos.

MOTIVATIONS

Get out of comfort zone

Explore the countryside and culture

Motivation

SKILLS

Technical skills

Communication

PERSONALITY

Introvert

Extrovert

Low confidence

High confidence

Follower

Leader

Close minded

Open minded

Solo

Collaborative

BRANDS



User Journey #2 Case study: Wine tour

user journey map template [DIU-UX Toolkit]



Maria Herbury

- Female
- Retired
- 67
- London, UK

Scenario

She finds out about the website from her friend that has recently visited Spain. She wants to visit Granada and see the most important parts of the city, then explore the countryside and do a wine tasting as advertised on the website.

Expectations

- Straight-forward booking experience
- Authentic wine tour in Granada
- Clear and high-quality service from the provider

STAGES Awareness → Inspiration → Decide → Act → Observation → Conclusion →

STEPS Inform about wine tour → Go to wine tours on website → Decide on a tour / destination → Inform about booking options → Confirmation of booked tour → Participating in the Activity

THINKING

Maria wants to inform herself about a wine tour that her friend has recommended.	Maria tries to coordinate on the website that has been recommended to her.	Maria wants to compare different destinations, packages and deals.	Maria has now decided on one activity package.	Maria receives an itinerary in an E-mail for her booked tour.	Maria reflects on the booked tour after she has participated.
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DOING

Maria researches wine tours in the Granada region.	She reads reviews and looks at the image gallery of the website.	She is opening multiple tabs to see what different wine locations offer. She checks availability for her travel dates.	Maria completes the booking by following the steps as indicated on the website.	Maria plans her trip to Granada and makes sure she will be at the tour starting point at the right date.	She is leaving a review for the booked tour on the website. She recommends the experience to a friend.
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PAIN POINTS

Maria is excited about the possibility of a wine tour. There might be too many options to choose from.	Maria discovers that the website is in Spanish. The reviews might be artificial and not reliable.	She is not sure which package is the best for her needs.	Payment issues might occur, the language barrier of the website can be an issue.	Logistical issues about transportation for the tour.	There should be a clear review writing process.
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OPPORTUNITIES

Offer English version of website. Make sure reviews are reliable.	On-site comparison of different packages which each other, clear descriptions.	Clear and secure payment options, offer English website.	Provide guide to local transportation in Granada.	Engaging with customer in order to make them recommend the website to a friend.
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