



Unit 14 Homework Assignment: Auto Automation

Fisker's Ocean model Vehicle Automation

Prepared by Nazia

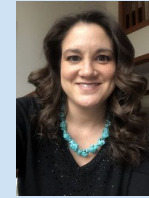
Part- 1



Two audience segments for Fisker's Ocean model vehicle



- Gender: Male
- Age: 26-45 Years
- Location: USA
- Income: 80K-100K+ (Annual)
- Likes Travel
- Living Near beach area



- Gender: Female
- Age: 35-55 Years
- Location: USA
- Income: 100K+ (annual)
- Eco Friendly
- Likes to spend time with Friends & Family
- Living in suburban

Methods of segmentation

Behaviours:

- Those who reserved a rental
- Account creation
- Sign up to the newsletter
- Downloaded the fisker app

Ways to gather data:

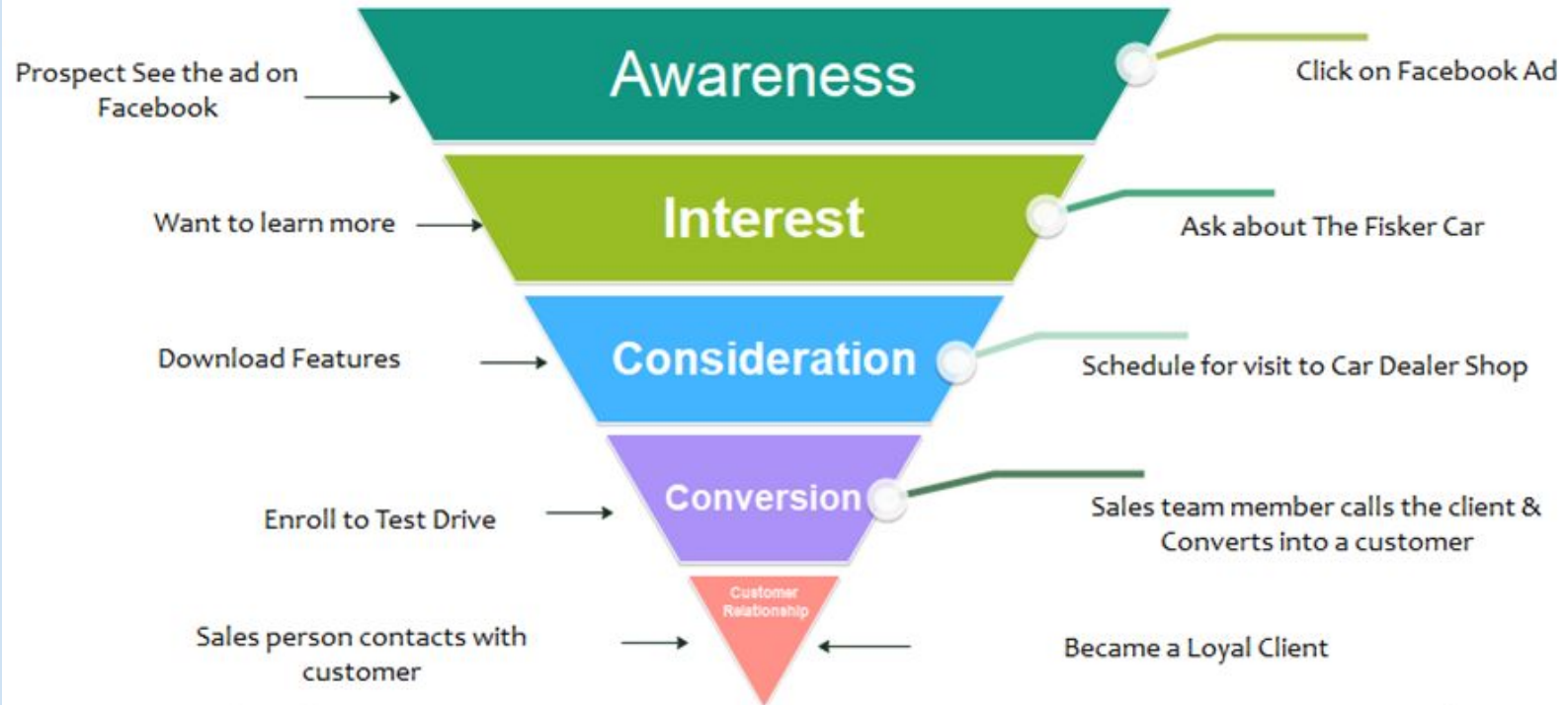
- Completing the Form
- The number of visit on: Value page / Car pages / Brand page / Newsroom
- Clicking link
- Followers on Instagram, Facebook, Twitter & LinkedIn
- API
- Tracking code

Part-2



User Behaviour	Tracking	Data Source Example
Clicking on a social ad	Link click	Facebook, LinkedIn, Twitter or Instagram
Responding to a survey	Form completion	Tracking from survey
Creating an account on the website	Form completion	Website with tracking code
Follow, comment or engage with us on social media	Pixel	Facebook, LinkedIn, Twitter or Instagram
Reserve your rental car	Form completion	Website with tracking code
Filling out a contact form	Form completion	Website with tracking code
Signing up for a newsletter	Form completion	Website with tracking code
Selecting payment options	Payment option selection	ecommerce site (Shopify)
Contacting customer service by phone	Phone call	Manual entry from employee
Opening an email	Email click	Mailchimp
Clicking on a link in an email	Link click	Tracking code
Viewing a particular piece of content on website	Page view	Tracking code
App download	IP Address	
Download the fisker ocean trim levels PDF	Form completion	Website
Filling out a sign-up form at an in-person event	Form completion	Manual entry from employee
Configuring a car on the application	Form completion	Tracking from website
Refer a friend	Referral Code	Tracking from website

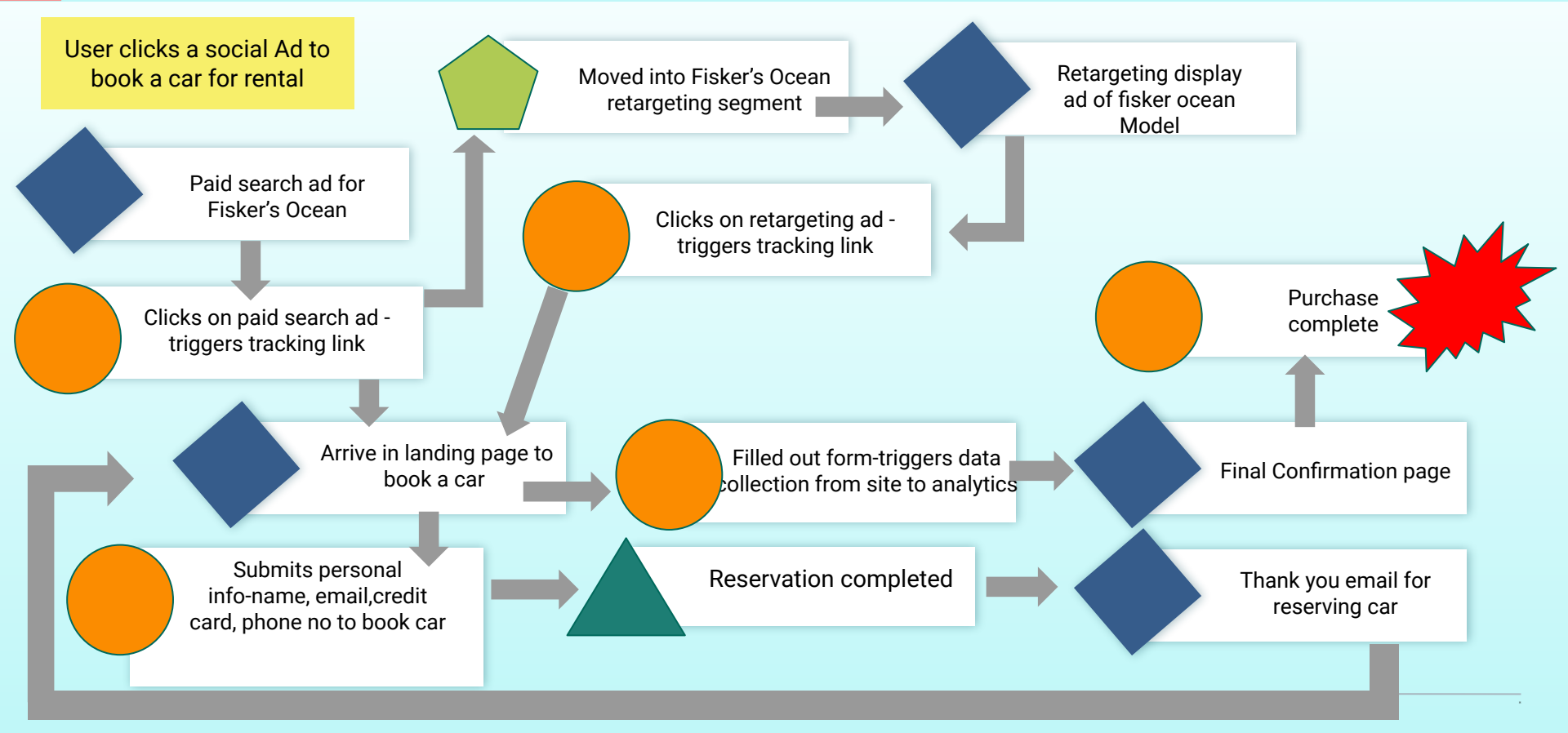
Conversion Funnels & Customer Journeys



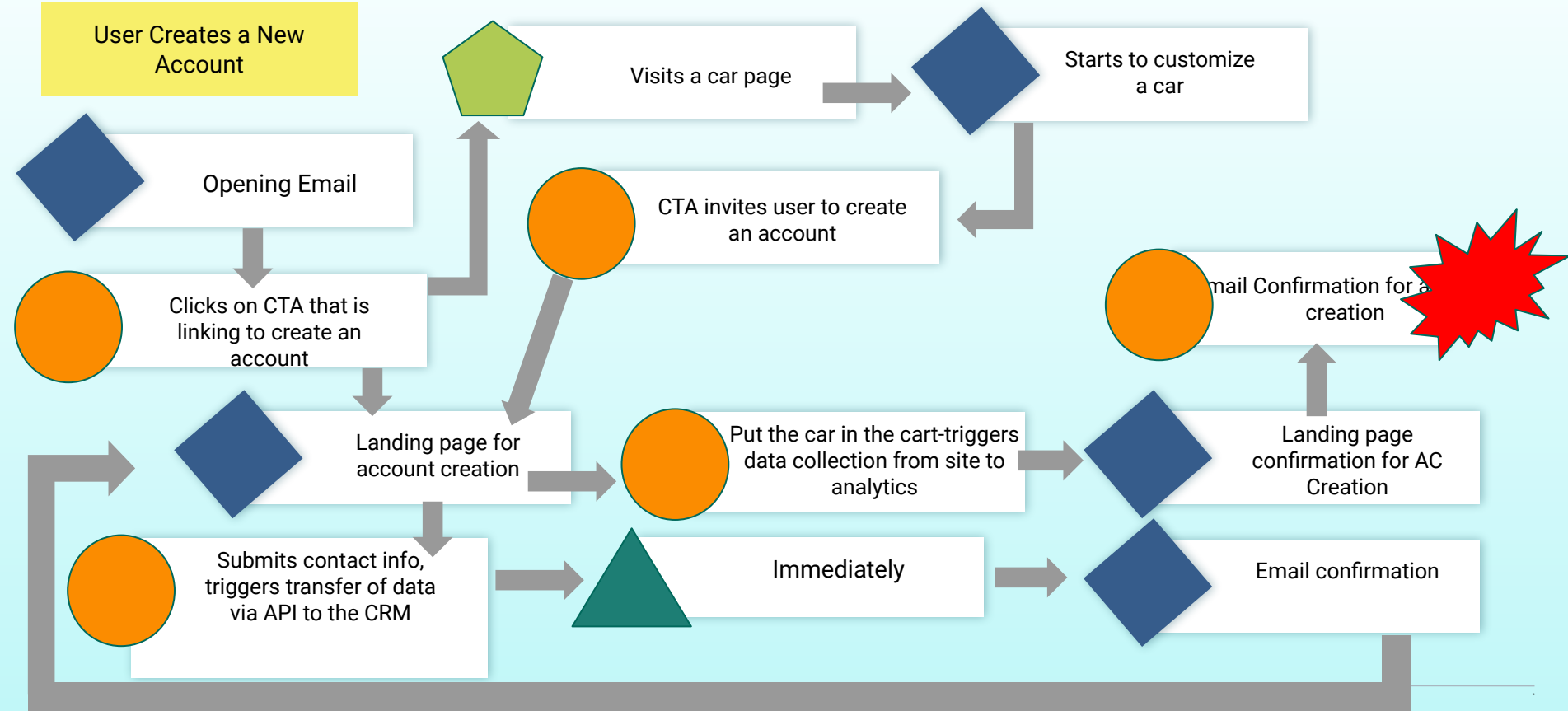
Part-3



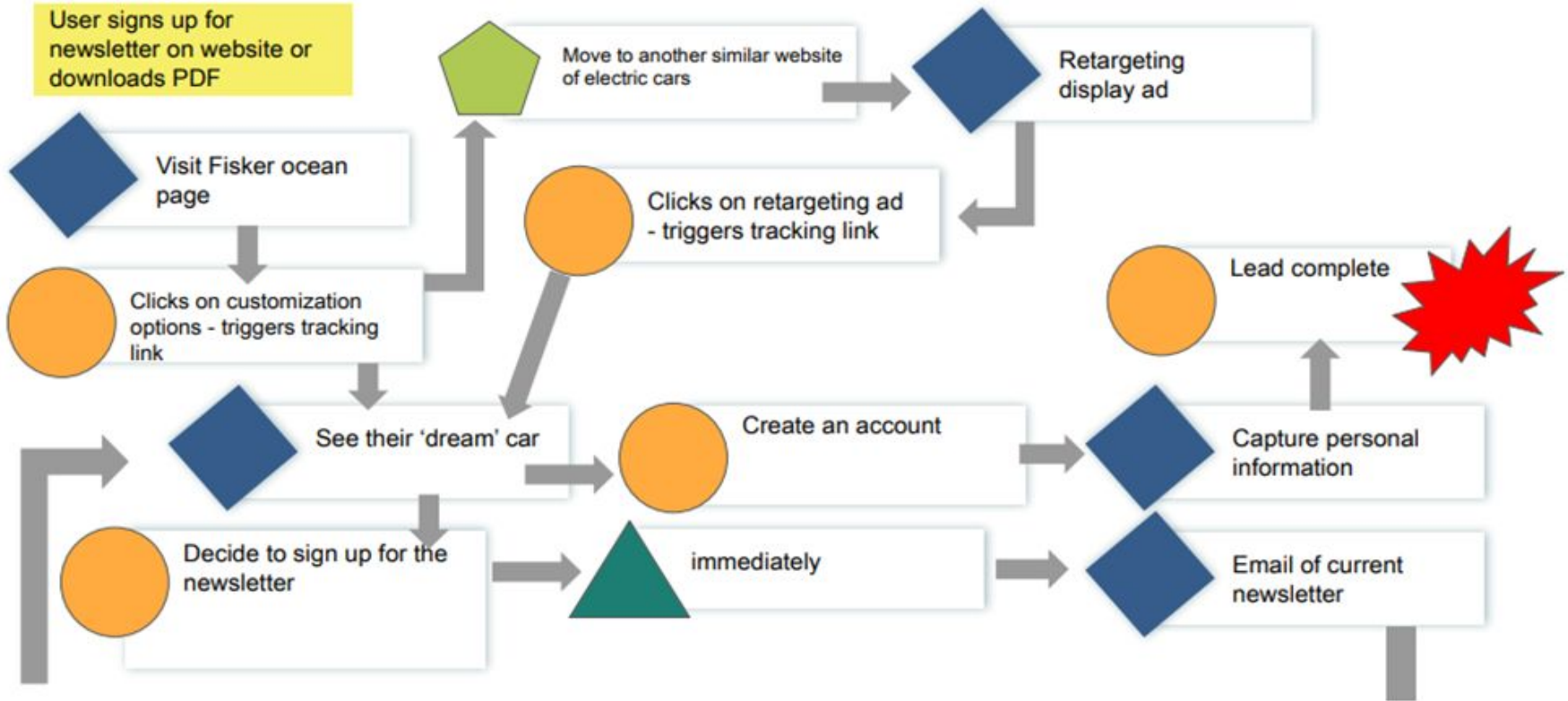
Workflow for Fisker's Ocean Model Vehicle

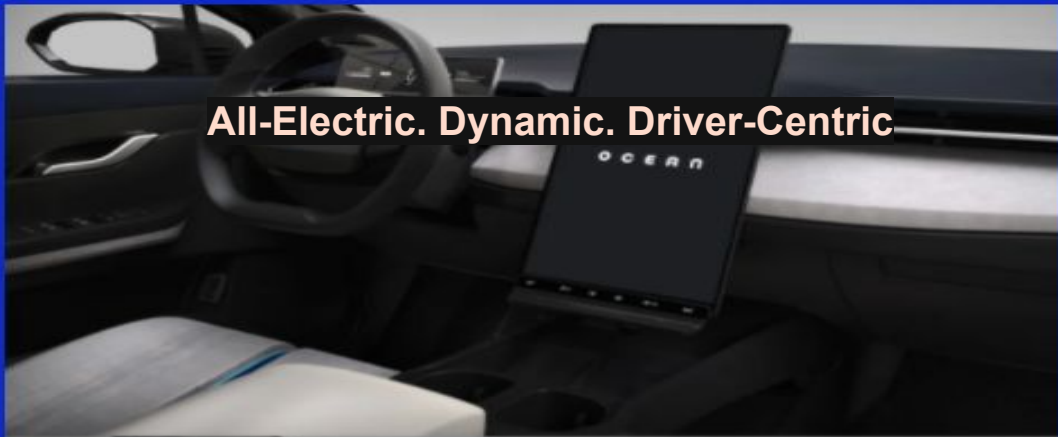


Workflow for Fisker's Ocean Model Vehicle (New Account Creation)



Workflow for Fisker's Ocean Model Vehicle (Newsletter sign up)





All-Electric. Dynamic. Driver-Centric



Feel the Ocean

Thank You