

Customer Journey



CUSTOMER POV

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| Where can I find good quality furniture? | Does Pier 1 import offer what I need? | Does Pier 1 Imports guide me towards what I am looking for? | Did I get everything that I needed? | Are the products the right fit for my house? |
| Where can I purchase furniture and home decors? | Can I use online service instead of visiting the store? | Does the store offer more inspirational ideas? | Should I visit the store to pick up my orders? | Do the products complement each other? |

HAPPINESS



BUSINESS POV

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| How can Pier 1 imports compete with other home furnishing companies? | How can we inform customers about our services? | Do we provide an engaging experience for customers? | Where the information helpful enough? | How can we support customers after their purchase? |
| Do young homebuyers know about our brand? | Is the online information easily understandable? | Do we provide enough information and ideas for customers? | Where they able to navigate through information easily? | How can we make sure the customer is satisfied with their purchase? |