

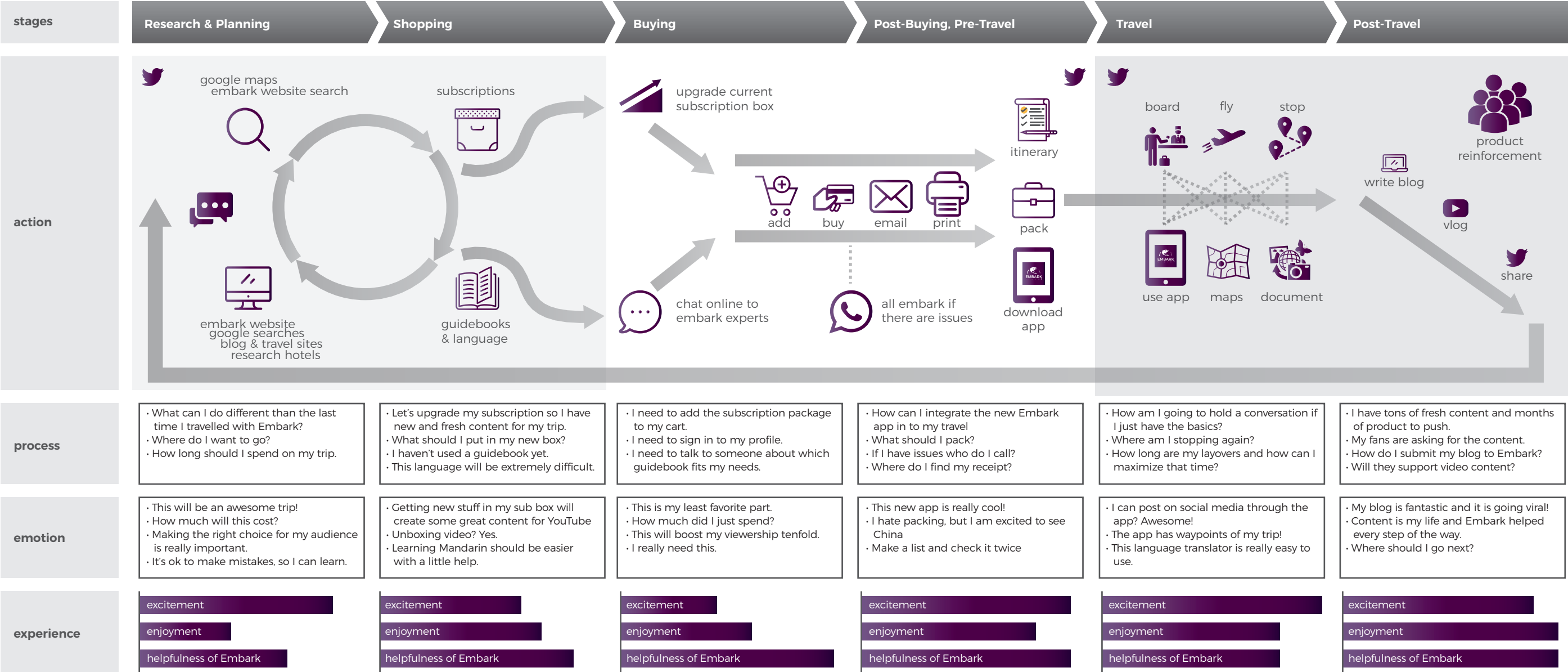


# PAUL'S USER JOURNEY



## Journey Principles

- People choose Embark because we are experts on every spectrum of culture immersion
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**Needs**

- Quality content reviews
- High level of interaction
- Power user controls
- Social media reach

**Goals**

- Grow social media following
- Become an established name
- Travel by affiliations solely
- 1 million YouTube subscribers

**Frustrations**

- Grow social media following
- Become an established name
- Travel by affiliations solely
- 1 million YouTube subscribers

**Challenges**

- Grow social media following
- Become an established name
- Travel by affiliations solely
- 1 million YouTube subscribers

**Personality**

introvert

extrovert

intuition

sensing

thinking

feeling

judging

perceiving

**Tech Saaviness**

IT & Internet

Software

Mobile Apps

Social Networks

## OPPORTUNITIES FOR EMBARK

HANDSHAKE EXPERIENCE			BUYING			PRODUCT REINFORCEMENT		
Exhibit clear value and need for the user	Create excitement for what could be	Easy filtering and searchability	Easy and accessible shopping experience	Follow up reinforcement for products	Checklists and itinerary lists for users	Social media integration and ease of use	Language and map capabilities on app	Power tools for our blog contributors
Increase user knowledge and personal value by empowerment	Clear and decisive content for users	Integration is imperative for travellers	Available customer support for every step	Secure checkout procedures to establish trust	App integration of confirmations and shopping	CMS for power users	Multimedia capability for bloggers	Incentive for power users who reinforce product