

PAUL'S USER JOURNEY



Journey Principles

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

BUYING =

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

PRODUCT REINFORCEMENT ■

stages Research & Planning Post-Travel Buying Post-Buying, Pre-Travel Quality content reviews
High level of interaction · Power user controls · Social media reach google maps embark website search subscriptions upgrade current subscription box board stop Grow social media following
Become an established name
Travel by affiliations solely
1 million YouTube subscribers itinerary reinforcement write blog Frustrations ••• action buy Become an established name
 Travel by affiliations solely
 million YouTube subscribers pack share Challenges use app maps document chat online to all embark if Grow social media followingBecome an established nameTravel by affiliations solely download embark experts there are issues embark website google searches guidebooks арр & language blog & travel sites 1 million YouTube subscribers research hotels Personality What can I do different than the last I need to add the subscription package How can I integrate the new Embark I have tons of fresh content and months Let's upgrade my subscription so I have · How am I going to hold a conversation if time I travelled with Embark? new and fresh content for my trip. app in to my travel I just have the basics? of product to push. Where am I stopping again? Where do I want to go? What should I put in my new box? I need to sign in to my profile. · What should I pack? My fans are asking for the content. process How do I submit my blog to Embark? How long should I spend on my trip. I haven't used a guidebook yet. I need to talk to someone about which · If I have issues who do I call? How long are my layovers and how can I This language will be extremely difficult. guidebook fits my needs. · Where do I find my receipt? maximize that time? Will they support video content? This will be an awesome trip! Getting new stuff in my sub box will This is my least favorite part. I can post on social media through the My blog is fantastic and it is going viral! **Tech Saaviness** This new app is really cool! How much will this cost? create some great content for YouTube How much did I just spend? · I hate packing, but I am excited to see app? Awesome! Content is my life and Embark helped Making the right choice for my audience Unboxing video? Yes. This will boost my viewership tenfold. China The app has waypoints of my trip! every step of the way. emotion Learning Mandarin should be easier · Make a list and check it twice Where should I go next? is really important I really need this. This language translator is really easy to It's ok to make mistakes, so I can learn. with a little help. Software Mobile Apps Social Networks enjoyment experience helpfulness of Embark nelpfulness of Embark nelpfulness of Embark helpfulness of Embark helpfulness of Embark nelpfulness of Embark

OPPORTUNITIES FOR EMBARK

HANDSHAKE EXPERIENCE ■

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