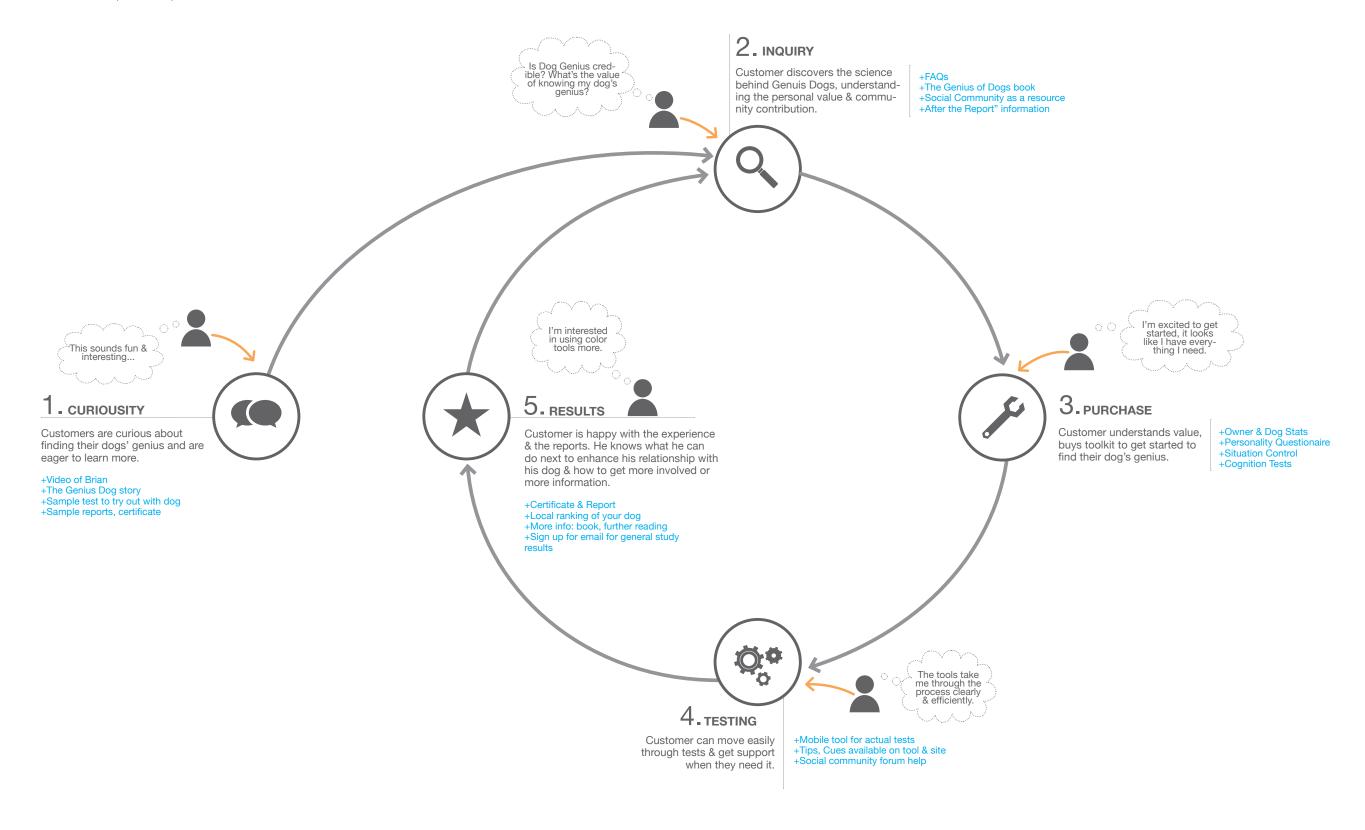
NOTE: does not include subscription step.



GUIDING PRINCIPLES

People choose Dog Genius because it is credible, exciting, fun & there is positive community support.

Treat people as collaborators, be transparent with participants.

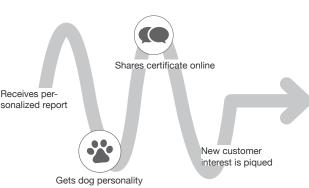
CUSTOMER JOURNEY STAGES **INTEREST & INQUIRY** REGISTRATION **TESTING** POST-TEST Watching ideo of Brian with intro to science Discovers what's included in toolkit Walks through what's needed for cognitive tests; views Reviews personalized report with dog personality type, score, Reading about Genius Dogs - our story **Details about Cognition Tests** videos & instructions and any advice on acitivites owner and dog can do together Receives and shares dog personality certificate via social Exploring a sample test and report FAQs and tips for tests Uses mobile phone, tablet or laptop for tests DOING WITH Viewing diagrams & explantions of science Fills out Owner & Dog Stats, Situation Control, Personal-Receives cues & tips integrated within step-by-step instrucnetworks **GENIUS DOGS** Reading case studies and testimonials (celebrity) ity Questionaire Receivces thank-you email from Genius Dogs Linking to blog and community forum Receives tailored recommendations for Cognitive Tests Uses community forum if they need help Goes to suggestion/review hub/weparate site to provide Hears about Genius Looks at what signing Dogs, interest is piqued up for Genius Dogs **12**3 Registers with Dog Genius includes & value to self. T-0 Shares certificate online Uses step-by-step DOING instructions & RECORDs Receives per-Uses mobile for Visits forum for community advice cognitive testing sonalized report 200 Talks with friends Visits GeniusDogs.com Goes to forum to New customer Post questions to community forum interest is piqued get or give advice Gets dog personality Watches video demo type certificate This sounds really fun & interesting! What do each of these tests involve exactly? I can choose to take the tests using my laptop, tablet or This was really fun! I want to recommend to friends. What is Genius Dogs? Do I need any special equipment? mobile - which is best? I like the report, but I have some questions. Is the science credible? Anything I need to do to prepare for these tests? How do I RECORD the data? What do I do now? **THINKING** Why should I know my dog's genius? What if I get stuck or need help? What if I mess up? When will I get these newsletters? How will this enhance my relationship with my dog? Should I get a partner to help me? Are there special products I should buy? I'm having a problem with X, will this help me? The tests have been fun - sounds like they start to get harder, This was totally worth it. Can I really do these tests myself? I'm eager to get started. what if I need help? I love my relationship with my dog & I'd love to I feel closer to my dog and love the suggestions on what This looks like a lot to do on my own. My dog did great on X! That makes me happy, but I already understand him/her more. activities to do with him. **FEELING** How much can I rely on these results? My dog did poorly on a test - is that bad?

OPPORTUNITIES

- Provide credibility: Science board of advisors,
- publications, news & press
- Community forum & blog become resources
- PROMISE: explain value proposition

- Provide instruction & situation requirements
- so expectations are realistic.
- Provide cues & feedback early & often.
- Forum used to help people when they get stuck. Take suggestions from forum & contact.
- Provide dog trainer/vet certification during registration.

- Provide worksheet for RECORDing data (maybe a product as part of the toolkit?



- Provide visual (video & inforgraphics) & written directions for each test step-by-step.
- Provide more inforatmion on the science, the book and links to support a community of Genius Dog fans.
- Certification of dog trainers and vets to become Dog Genius stewards as well as supported the community of fans.

GUIDING PRINCIPLES

People value continued engagement/communications that are helpful, informative, personalized and actionable.

CUSTOMER JOURNEY

STAGES

CONTINUED ENGAGEMENT

DOING WITH **GENIUS DOGS**

- Newsletters containing citizen science results, personalized information for/about your dog, dog personality types in general, general news and press about Genius Dogs are sent to subscribers
- Community forum continues to be a resource and source of information and extensions of Genius

DOING

Gets personalized newsletter



THINKING

- I understand more about my dog's genius now and want to learn more about my dogs and other dogs.
- I'm interested in what else Genius Dog has to offer.

FEELING

- What a great experience I feel closer to my dog and want to help other people have the same experience.
- What more can I do to learn about my dog and how we can interact?

OPPORTUNITIES

- Dog personality type-specific product placements
- Further calls to re-test or new tests to help delve further into dogs' genius are shared
- More opportunities for owners to learn about dogs in general from citizen science