

JENNIFER MEYER	Awareness	Consideration	Purchase	Retention	Advocacy
What is the customer thinking or feeling?	I need a new sofa. Current one has stains from kids. I want a sustainable product that won't stain, and made in EU. Nervous: Can I fulfil these criteria at an affordable price and the sofa not be ugly.	Compare different brands that fulfil her criteria. Fear: I just discovered how expensive couches can be. Excited: I found a designer couch that fulfils my criteria and has a flexible payment plan.	After comparing many sofa brands, I decided to purchase the Chillomania sofa. Flexible payment options, convenient delivery and old sofa pick up and recycling were very attractive features.	Happy with friendly and careful delivery personnel. Happy about free assembly. Happy that delivery service is removes and recycles old sofa fat no cost	Impressed with brand and wants to spread the word to friends and family.
What is the customer doing?	- Browsing for sustainable and stain-proof sofas on Google, Pinterest, Youtube, Blogs, Instagram, TikTok. - Read reviews of Sofa brands: Trust Pilot, Amazon.	Read user reviews or watch videos about Chillomania. Comparing different brands/ features and prices. I have checked the website for security. I have create a wishlist on Chillomania website. Subscribe to newsletter. Follow in Instagram/ Pinterest/ TikTok handles.	Sign up to the Chillomania website → Select one sofa from Wishlist → Place an order → Make payment → Receive confirmation and delivery date.	Write review - review link and social media tags provided on confirmation email. Posting new couch on Social media with Chillomania tags.	Sitting on their couch. Wiping stains off easily. Entertaining friends on the couch. Showing off on social media (tagging the brand). Gifting the vouchers. Browsing Chillomania website to redeem his discount voucher.
What are the customer's touchpoints?	Chillomania Website (reviews available here) Google Ads Pinterest Youtube Ads Tik Tok Ads/ Profile Instagram Ads/ Profile	Chillomania Website Trust Pilot Amazon Reviews Blogs	Receive a purchase confirmation email with invoices, delivery details, tracking details, a contact detail for further service or warranty and link to review platform. (It can be a link to the order details). Most of these details are also available when he signs in to Chillomania site.	Review platform. Confirmation email. Chillomania website for tracking. Delivery personnel. Hard copy thank you note with discount voucher with discount code for the next order within 60 days plus for five friends for the next year.	Chillomania website. Thank you note and vouchers. Use of product.

OLAF CARL	Awareness	Consideration	Purchase	Retention	Advocacy
What is the customer thinking or feeling?	It's spring cleaning time and the couch is old and I would love a new one. But it cannot be boring and I hate couches where dog fur clings to it. I can't be extravagant with the price, but it doesn't have to be cheap.	Has been to Chillomania website but is nervous about buying such an expensive item online but intrigued by the designs and pet-friendliness.	Feels much better once he speaks to a customer success agent. Feels better when he sees the couch in real life. Feeling confident about the product, after sales service and brand.	Happy with the quick delivery and assembly service. Satisfied with the quality of the sofa. Happy with removal of old sofa at no cost. Feels good about delivery personnel being friendly and helpful.	Happy with purchase. Apply to gift five discount vouchers to friends and family.
What is the customer doing?	I am not on social media. I read Der Spiegel and Sud Deutsche Zeitung on my tablet. I saw an ad for Chillomania and clicked through to the website.	I looked at a few small furniture stores in my city, but the designs were too boring. Look at IKEA couches online which are also boring. Want to discuss with friends about buying a sofa from Chillomania online store and taking their suggestions. Compare online and offline prices. Features and style are important.	At the boutique, there's a couch that he loves and he buys it. Delivery date is set.	Write a review on review platform. Enjoying his sofa, finding it easy to clean after he cuddles his dog. He is enjoying his friends' compliments. Bragging about his new sofa.	Share the photos with friends and family. Gives out discount vouchers when friends visit. Enjoying his couch. Browsing Chillomania website to redeem his discount voucher.
What are the customer's touchpoints?	Online ads (news outlets and magazines) Website	Chillomania website Speak to Chillomania customer service and is encouraged to visit their boutique.	Receive a purchase confirmation email with invoices, delivery details, tracking details, a contact detail for further service or warranty and link to review platform. (It can be a link to the order details). Most of these details are also available when he signs in to Chillomania site.	Review platform. Confirmation email. Chillomania website for tracking. Delivery personnel. Hard copy thank you note with discount voucher with discount code for the next order within 60 days plus for five friends for the next year.	Chillomania website. Thank you note and vouchers. Use of product.