

The 90 days of buying a jacket.

**How
they feel**

**What
they think**

**What
they do**

they want new wear

online research

in-store research

online purchase

Arc'teryx Expectations		Customer Experience		Arc'teryx Expectations		Customer Experience		Arc'teryx Expectations		Customer Experience		Arc'teryx Expectations		Customer Experience	
How they feel	People think our products are worth the price.	I hate being soaked.	I need my clothes to embody my style.	We feel that our technical materials and craftsmanship is why we're worth it.	The price makes me doubtful.	I'm overwhelmed by all the options available.		We hope our customers have a great retail experience	I love this jacket! This store is cool!	Although expensive, I feel good about the brand.		We want to "do right" and support sustainable fashion.		I feel great about the discount! I'm excited for the garment to arrive.	
What they think	Customers should understand our brand.	We want to present an accurate brand image to our potential customers and help them understand our values: to keep people protected from the elements.		We want people to know our goal is to keep people protected from the elements, in an urban landscape	Our price comes with great quality.		We hope to educate potential customers on garment care through web videos.	Our store gives the impression of latest fashion.		We are helping our customers find the item they need.		We hope to educate customers on product maintenance while they shop.		As long as the customers experience the products in store, we're fine with them buying from an authorized 3rd-party resaler.	
What they do	I need to stay dry on my morning commute.	I need clothing that embodies my aesthetic, and won't look out of place in the city.		My friends recommend Arc'teryx's quality and I see people wearing it - looks cool!	I want a good deal.		[N/A]	This store feels fresh!		The product guides help me find the jacket I need.		[N/A]		Now that I'm getting a proper jacket, I can get to work without getting drenched, and it meshes well with my regular attire too!	

Mismatch

After buying a jacket.

	after buying	active use	they fell in the mud	wet out	warranty check	warranty denied
How they feel	Arc'teryx Expectations				We want to help our customers.	We are sorry we couldn't help fix the customer's jacket.
What they think	Arc'teryx Expectations	The customers are not always using the jackets in the correct context.	We hope our customers know that they should wash their jackets as often as possible. It's important to wash and dry often.	We hope all our customers know that washing with most household detergents will destroy the waterproof coating of the jackets.	We'll do everything we can to help. This garment's waterproof coat seems damaged. Warranty returns aren't great for our business.	We let our customers choose a new garment from our current selection. Customers must pay the difference if they wish to upgrade.
What they do	Arc'teryx Expectations	If customers try to fix garments themselves, we can't approve a warranty anymore.	I can't go out like this. I need to clean this now.	The item must be faulty, or is Arc'teryx bad quality?	Is my garment good for warranty? I paid good money for this so they better fix it.	They tell me the jacket I had is discontinued and I can't get the same one.
	Customer Experience	I can't wait to wear this out!	I know Arc'teryx is top quality so it can handle rough use and grime. I look so cool, and water just doesn't get through!	I'm pretty sure Arc'teryx's warranty is known to be good - I should bring it in.	We give advice on how to care for Arc'teryx products properly. Our After-Sales team takes in all products and determines whether we can fix the issue under warranty.	We tell customers how they can ensure their new garment doesn't break - by taking proper care, washing and drying.
	Customer Experience	I will soon cycle to work and stay dry!	I use my jacket for everyday adventures. Hiking, biking, and coffee shop runs. I don't wash my jacket, washing will mess it up.	I am bringing my jacket back to Arc'teryx. They better fix it. I am soaking wet.	I give my garments to Arc'teryx for repairs.	Now I care for my new jacket properly, and I buy the right detergents for maintaining it. But I did like my old jacket. It's gone.

Frustrations & customer assumptions