Customer Journey

DISCOVERY & RESEARCH

NEEDS

- FILM A CONCERT IN GREAT QUALITY
- ACCESS TO: CANON 6D, PARROT DRONE
- GOOD PRICE GEAR USED FOR ONLY ONE EVENT
- KNOW CLEAR CONDITION OF THE RENTAL
- FIND THE SOLUTION QUICKLY

ACTIONS & TOUCHPOINTS

HI, I AM ISABEL!

Checks bank account and realizes her ballance is low

Calls a friend to ask if she can borrow his camera

QUESTIONS

- CAN I RENT?
- WHY RENT TO TRY IF I CAN BUY AND RETURN WITHIN 2 WEEKS?
- CAN I BUY?
- WHAT IS GROVER?
- CAN I BORROW FROM A FRIEND?
- CAN I TRUST GROVER?
- WOULD I HAVE THE GEAR ON TIME IF I RENT FROM GROVER?
- WHY IS THIS SO CHEAP?
- IS PARROT DRONE THE BEST?

FEELINGS

- FOCUSED WYLIE IS THINKING ANOTHER
- CONCERN: DO THE BUDGET MEET MY NEEDS?
- STRESSED: LET'S DOWN MY PRICES
- CHARACTERIZED EXPENSIVE AS MEN WITH LIE BREEDS
- IMPRESSED: DOESN'T LOOK LIKE THE BUSINESS
- I CIRCUMVENTED BEING A PLATFORM FOR BETTERS
- INSURE ABOUT GROVER PROFITABLE
- ACCEPTED: CHANGE PRICES TO REVEAL A BROTHER

SIGN-UP

NEEDS

- EASY PROCESS
- ENGAGING EXPERIENCE
- CLEAR DESIGN
- FAST SIGN UP PROCESS
- NO NEED TO REMEMBER THE PASSWORD

ACTIONS & TOUCHPOINTS

QUESTIONS

- WHY DO THEY NEED SO MUCH INFORMATION ABOUT ME?
- CAN I SIGN UP ON MY MOBILE TOO?
- WHEN WILL MY SUBSCRIPTION BEGIN?
- CAN I RENT ACCESSORIES?

FEELINGS

- REVEALED: I FOUND A SOLUTION
- HOPEFUL: I HAPPY I'LL BE HANDSOME IN WORK
- ANXIOUS: I HAVE TO REMEMBER ANOTHER ACCOUNT DETAILS
- OK REVEALS: MIGHT BE SCAMMER

PLACE ORDER

NEEDS

- NEED FOR FLEXIBILITY: MANY PAYMENT METHODS
- SPEED: SAVED CREDIT CARD DETAILS
- UNDERSTAND HOW IT WORKS
- NEED ASSURANCE OF SAFETY: GROVER REVIEWS
- NEED TO KNOW THE DELIVERY TIME

ACTIONS & TOUCHPOINTS

BUY

QUESTIONS

- WHY DOES MY ORDER NEED CONFIRMING?
- ARE THE DEVICES GOING TO BE USED?
- WHY DO I PAY DELIVERY?
- WHERE'S THE PARROT DRONE?
- HOW LONG DOES SHIPPING TAKE?
- HOW DO THEY CHECK MY CREDIT BACKGROUND?
- CAN I EASILY CANCEL MY SUBSCRIPTION?
- HOW LONG WILL IT TAKE FOR MY ORDER TO BE CONFIRMED?
- WHY CAN'T I CONTACT GROVER ON SUNDAYS?

FEELINGS

- ACCOMPLISHMENT: ORDER PLACED
- RELEASE: THEY HAVE MY CREDIT CARD DETAILS
- CONFUSED: I CANNOT FIND INFORMATION ABOUT PRICINGS
- UNSURE: CAN I MY RETURN MY ORDER?

DELIVERY

NEEDS

- NICE AND HELPFUL DHL MESSENGER
- RELIABLE, SAFE DELIVERY
- DELIVERY TIME KNOWN
- SPEED
- NEED HELP WITH CARRYING THE PACKAGE

ACTIONS & TOUCHPOINTS

QUESTIONS

- IS MY RENTAL STARTING NOW?
- SHOULD I KEEP THE BOX?
- WHERE IS THE RETURN LABEL?
- WHY IS THE DRONE USED?
- WHAT IF THE GEAR I GET IS DAMAGED?
- WHAT IF THE PACKAGE GET STOLEN?

FEELINGS

- ENVY OF CHRISTIAN'S URBANICS CAMERAS
- HAPPY: CANDY
- EXCITED: PRODUCT
- SURPRISED: I'M VERY AZZED PROBLEMS WITH THE PARROT DRONE
- TRUST: BROKER
- SATISFIED: GOOD DEAL

PRODUCT USE

NEEDS

- EXTRA BATTERIES AND SD CARD
- BAGS OR BACKPACKS TO TRANSPORT THE GEAR TO THE EVENT
- INSPIRATION AND GUIDELINES
- INSURANCE
- RELIABILITY AND QUALITY OF PRODUCTS
- EASY USE
- KEEP THEM CLEAN AND WITH CARE
- CREATE HIGH QUALITY FOOTAGE OF THE CONCERT
- HAVE FUN WITH THE NEW PRODUCTS

ACTIONS & TOUCHPOINTS

RETURN

QUESTIONS

- SHOULD BUY THE EXTRA BATTERY AND EXTRA MEMORY MYSELF?
- CAN MY FRIEND USE THE DEVICE I RENT?
- HOW LONG DOES IT MAKE SENSE TO RENT FOR?
- DO I NEED TC BUY A BAG?
- WHY DIDN'T THEY OFFER A BUNDLE?
- DO I NEED AN IPHONE TO SHOOT WITH THE DRONE?
- HOW DO I TRANSPORT THE GEAR SAFELY?
- WHY DID THE PRICE CHANGE ON THE WEBSITE BUT NOT FOR ME?
- DO I NEED A PERMIT TO FLY THE DRONE?
- WHO CAN ASK FOR ADVICE RELATED TO THE PRODUCT USE?
- CAN I BUY THIS CAMERA?

FEELINGS

- CONFUSED: HOW DOES PRODUCT ACTUALLY WORK?
- RECEIVE: WHY? I BREAKS?
- RESTRESSED: HAVE SAVED A FOR REFUND
- HAPPY: GREAT SERVICE
- INTERESTED: TO RENT REQUIRE
- HAPPY: FREE RETURN
- SATISFIED: GREAT DEAL
- NOSTALGIC: I WANT TO KEEP THE GEAR FOR OUR BIRTHDAY?

RETURN

NEEDS

- SPEED
- APARCEL /BOX
- DELETE DATA AND SAVE CONTENT
- ORDER THE COURIER
- CLARITY ABOUT DEADLINES
- RETURN LABEL

ACTIONS & TOUCHPOINTS

RETURN

QUESTIONS

- DO I PAY FOR THESE SCRATCHES?
- CAN I DROP THIS OFF SOMEWHERE INSTEAD OF SENDING IT?
- HOW DOES THAT ALL FIT BACK IN THE BOX?
- DO THEY CHARGE ME ONE MORE MONTH OF THE DHL GETS LATE?
- WHERE DID I STORE THE BOX?
- DO I HAVE TO CLEAN THE PRODUCT?
- WHY DO I HAVE TO PRINT THE LABEL MYSELF?
- SHOULD I CLEAN IT MYSELF?
- WILL I GET THE SAFELY RETURNED EMAIL?

FEELINGS

- PROUD: I'VE HAVOY THINGS OFF FOR WILL
- ACCOMPLISHED: BUT FEW MONEY DONE
- SURPRISED: NO NEWS FROM GROVER
- HAPPY: HAVOY MY COMMUNITY
- PLEASANTLY REPRESENTED: INTERNATIONAL COMPANIES IN MY FORTY-E CONTENT

POST-RETURN

NEEDS

- REASSURE I MADE THE RIGHT FINANCIAL CHOICE
- PROMOTE MY STORY/WORK
- THE NEW MACBOOK PRO
- CHECK OTHER CAMERA & DRONES
- FEEL PART OF THE GROVER COMMUNITY
- CONFIRMATION THE PRODUCTS WERE RETURNED

ACTIONS & TOUCHPOINTS

QUESTIONS

- IF I WANT TO UPGRADE, HOW DO I PROCEED?
- HOW DOES IT WORK WITH THE CREDITS, DID I GAIN SOME?
- DID THEY RECEIVE MY GEAR, IS THIS OVER?
- AM I GOING TO USE GROVER SERVICE AGAIN?

FEELINGS