FASHION & CONSUMER EXPERIENCE

Prof. Romana Andò
October 6th 2017
May 2018
The customer journey experience.
The customer journey map

Customer Journey Mapping
UNDERSTANDING HOW YOUR CUSTOMER INTERACTS WITH YOUR BRAND
The customer experience is “comprised of the cognitive, emotional, physical, sensorial, spiritual, and social elements that mark the customer’s direct or indirect interaction with (an)other market actor(s)” — in essence, the raw data contained in all direct or indirect interactions that then come together as an overall experience. De Keyser et al. (2015, p. 23)
The customer journey is the complete sum of experiences that customers go through when interacting with a company and brand.

Instead of looking at just a part of a transaction or experience, the customer journey documents the full experience of being a customer.
Customer Journey
Measurement for Success Initiative

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Interest</th>
<th>Engagement</th>
<th>Action</th>
<th>Affinity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors are aware of the company and its products/solutions</td>
<td>Visitors demonstrate some degree of interest in individual products/solutions</td>
<td>Visitors are interested in understanding if the product/solution fits their needs. Engaging with content on site.</td>
<td>Visitors show interest in purchasing product/solution &amp; complete purchase</td>
<td>Product/solution active user</td>
</tr>
</tbody>
</table>
We conceptualize customer experience as a customer’s “journey” with a firm over time during the purchase cycle across multiple touch points.

We also conceptualize the total customer experience as a dynamic process.

The customer experience process flows from prepurchase (including search) to purchase to postpurchase; it is iterative and dynamic.

This process incorporates past experiences (including previous purchases) as well as external factors.

In each stage, customers experience touch points, only some of which are under the firm’s control.
The first stage—prepurchase—encompasses all aspects of the customer’s interaction with the brand, category, and environment before a purchase transaction.

Traditional marketing literature has characterized prepurchase as behaviors such as need recognition, search, and consideration.

In theory, this stage could include the customer’s entire experience before purchase.

Practically, however, this stage encompasses the customer’s experience from the beginning of the need/goal/impulse recognition to consideration of satisfying that need/goal/impulse with a purchase (e.g., Hoyer 1984; Pieters, Baumgartner, and Allen 1995).

La ragazza del treno è uno di quel romanzi che non mi convinceva appieno, forse perché in molti ne parlavamo e alcune volte con recensioni anche negative.

Ho aspettato a leggerlo proprio perché volevo che il clamore si affievolisse ma nonostante tutto il romanzo rimane ancora in classifica, causa l'uscita del film e la riedizione con la cover della pellicola cinematografica.

Ho trovato questo thriller molto incazzante e ricco di suspense, lo stile dell'autrice porta il lettore a continuare incessantemente la lettura fino alla conclusione della storia.

Non si può che provare simpatia per Rachel, che vive un momento di forte crisi nella sua vita, beve, mangia molto, ha perso il lavoro e si sente estremamente sola da quando il marito l'ha lasciata per un'altra donna. Ogni mattina prende il treno per andare a Londra, fingendo con la sua amica/coinquilina di andare a lavorare, e nella corsa verso la città vede continuamente una coppia alla quale dà dei nomi inventati e si immagina come possa essere perfetta la loro vita e gli invidia perché vorrebbe anche lei essere ancora felice con il suo ex marito.

Un giorno la ragazza che lei vede attraverso il treno, Megan, scompare e per lei diventa una questione fondamentale capire e scoprire cosa sia successo alla ragazza.
Search is mobile

4 out of 10 are using search engines via smartphones at least weekly

...making it crucial for businesses to think mobile.
Pre-purchase in the networked media space

7 out of 10 are watching online video on their smartphones every week
The smart viewer is a focused viewer.

5 out of 10 watch online video content related to their surroundings.

61% are focused when watching online video.
- The second stage—purchase—covers all customer interactions with the brand and its environment during the purchase event itself.
- It is characterized by behaviors such as choice, ordering, and payment.
- Although this stage is typically the most temporally compressed of the three stages, it has received a significant amount of attention in the marketing literature, which has focused on how marketing activities (e.g., the marketing mix [Kotler and Keller 2015]) and the environment and atmospherics (e.g., the servicescape [Bitner 1990], the service environment “clues” [Berry, Carbone, and Haeckel 2002]) influence the purchase decision.
- In retailing and consumer products research, much emphasis has been placed on the shopping experience (e.g., Baker et al. 2002; Ofir and Simonson 2007).

Purchase in the networked media space

The Girl on the Train  Formato Kindle
di Paula Hawkins  (Autore)

Visualizza tutti i 25 formati e le edizioni

Formato Kindle  EUR 6,15
Rilegatura all'americana  EUR 18,12 prime
Copertina flessibile  EUR 6,68 prime
CD audio  EUR 18,15 prime
Copertina flessibile  EUR 12,47 prime

THE RUNAWAY SUNDAY TIMES NO.1 BESTSELLER AND THRILLER OF THE YEAR, NOW A MAJOR FILM STARRING EMILY BLUNT

'Really great suspense novel. Kept me up most of the night. The alcoholic narrator is dead perfect' STEPHEN KING

Leggi di più

Lunghezza: 388 pagine  Word Wise: Abilitato
Scansiona pagina: Abilitato  Lingua: Inglese
Miglioramento tipografico: Abilitato
The third stage—postpurchase—encompasses customer interactions with the brand and its environment following the actual purchase.

This stage includes behaviors such as usage and consumption, postpurchase engagement, and service requests.

Similar to the prepurchase stage, theoretically, this stage could extend temporally from the purchase to the end of the customer’s life.

 Practically speaking, this stage covers aspects of the customer’s experience after purchase that actually relate in some way to the brand or product/service itself.

The product itself becomes a critical touch point in this stage. Research on this third stage has focused on the consumption experience.

Post-purchase in the networked media space
Figure 1: Process Model for Customer Journey and Experience

ADVERTISING
- Pay-per-click
- Paid influencers
- Paid content promotion
- Social media ads
- Display ads
- Retargeting ads
- Email marketing

DRIVE SHARING AND ONLINE ENGAGEMENT WITH PAID PROMOTION

PAYMENT MEDIA
- Mentions
- Social shares
- Reposts
- Online reviews
- Inbound site links
- Press releases
- Editorial

SHARING
- Optimal user experiences
- And engaging content
- Fosters online sharing

OWNED MEDIA
- Extend your message with paid amplification
- The sweet spot

WEB PROPERTIES
- Website
- Blog site
- Landing pages
- Microsites
- Mobile sites
- Social media channels
**Earned**
This media consists of:
- Social media channel content
  - Blogs, videos, comments, pictures, stories, conversations, wiki's, feedback, tweets, applications, emotion icons and ratings

**Bought**
This media consists of:
- Print advertising
- Television
- Web banners, paid search
- Media deals

**Owned**
This media consists of:
- Corporate website
- Portals
- Micro sites

**It attracts:**
- Fans
- Strangers
- Customers
Media/advertising literature distinguishes among *paid, owned, and earned media* (e.g., Kotler and Keller 2015).

In our approach, we do not merely consider media but also consider channel partners, customers, and contexts as touch points.

Still, there is some overlap in that paid media would, in our model, be considered brand-owned or partner-owned,

*whereas earned media would typically be social and external touch points*

---

- **Brand-owned touch points.** These touch points are customer interactions during the experience that are **designed and managed by the firm and under the firm’s control.** They include all brand-owned media (e.g., advertising, websites, loyalty programs) and any brand-controlled elements of the marketing mix (e.g., attributes of product, packaging, service, price, convenience, sales force).

- **Partner-owned touch points.** These touch points are customer interactions during the experience that are **jointly designed, managed, or controlled by the firm and one or more of its partners.** Partners can include marketing agencies, multichannel distribution partners, multivendor loyalty program partners, and communication channel partners. ...**Sometimes the line between brand-owned and partner-owned touch points may blur.** (es. App)

BRAND TOUCHPOINTS

C U S T O M E R  E X P E R I E N C E

PRE-PURCHASE  PURCHASE  POST-PURCHASE

Copyright © Allographics & Design | www.Allographics.com | Angela@Allographics.com | 405-509-9396
- **Customer-owned touch points.** These touch points are customer actions that are part of the overall customer experience but that the firm, its partners, or others do not influence or control. ... **Customer-owned touch points are most critical and prevalent post-purchase, when individual consumption and usage take center stage.** (i.e. “IKEA hacking” or YouTube video tutorial)

- **Social/external touch points.** These touch points recognize the important roles of others in the customer experience. Throughout the experience, customers are surrounded by external touch points (e.g., other customers, peer influences, independent information sources, environments) that may influence the process.

Types of Touch Points in the Customer Journey

Customers use products in ways not intended by the firm.

“IKEA hacking” (www.ikeahackers.net) is one such example; here, customers post innovative ways they have repurposed, or “hacked,” IKEA products.

Alternatively, consider product instructional videos on YouTube.

A recent study by Google (Mogenson 2015) suggests that, in the past year, more than 100 million hours of such videos were watched in North America alone; many of these videos were uploaded by consumers, not firms.
- What kind of information do consumers need in purchasing fashion items?
- What kind of sources do consumers check?
- Owned channels?
- Earned channels?
- Where and how do they finalize their purchase?
- What happens after the purchase?
A customer journey map is a **visualization of the process** that a person goes through in order to **accomplish a goal**. It’s used for understanding and addressing **customer needs and pain points**” (Nielsen Norman Group)
In a customer journey analysis, firms focus on how customers interact with multiple touch points, moving from consideration, search, and purchase to postpurchase, consumption, and future engagement or repurchase.

The goals of the analysis are to describe this journey and understand the customer’s options and choices for touch points in multiple purchase phases (Verhoef, Kooge, and Walk 2016).

Customer journey analysis
Customer satisfaction vs Customer experience

The real opportunity lies in using CX as a point of difference by putting the customer at the heart of your thinking.

Route 1: bring the product/service to the market, push it and manage response curves

Route 2: create experiences to strengthen relationships through products/services
When moving through the customer journey to purchase, customers use and are exposed to multiple touch points that each have direct and more indirect effects on purchase and other customer behaviors.

Although it is a complex and difficult endeavor, it is important to identify critical touch points ("moments of truth") throughout the customer journey, that have the most significant influence on key customer outcomes.

I think you should be a little more specific, here in Step 2.
Customer satisfaction vs Customer experience

Most customer journeys involve multiple touch points, CX is about optimising them collectively.

<table>
<thead>
<tr>
<th>Customer identifies a need</th>
<th>Researches options</th>
<th>Signs up with a provider</th>
<th>Between sign up and installation</th>
<th>Installation/activation of service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In store</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner store</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Call centre</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Time period two weeks

Journey maps help you visualize the customer experience

Not just steps: Thoughts, feelings, touchpoints, opportunities
What are users thinking, feeling?

**THINKING**
- What kind of checking account should I choose?
- I don’t want to pay a lot in fees.
- I need direct deposit and mobile bill pay so I can set things up once and not have to worry about them again.
- Do they have a rewards program?

**FEELING**
- I’m frustrated trying to find things on the Dime Bank website.
- I’m confused about the different checking account options.
- Is choosing Dime is the right decision?

**THINKING**
- Why do I have to go to a branch or call? Can’t I just sign-up for an account online?
- What am I supposed to do next?
- How long is this going to take?

**FEELING**
- I’m not pleased that I have to call or visit a location just to open an account.
- This is more complicated than it should be.
- I don’t like waiting!
A customer journey map **tells the story of the customer’s experience**: from initial contact, through the process of engagement and into a long-term relationship.

A customer journey map takes many forms but typically appears as some type of infographic. Whatever its form, the goal is the same: to teach organizations more about their customers.

**Understanding the Customer Journey**
- Personas are fictional characters created to represent the different user/consumer types that might use a brand, or product in a similar way.
- They are captured in 1–2-page descriptions that include:
  - demographics informations (age, gender, instruction level, spending capacity, technology ownership and digital skills etc.);
  - behavior patterns, goals, skills, attitudes,
  - and the environment, with a few fictional personal details to make the persona a realistic character.
Data and results from quantitative and qualitative research and web analytics have to be used to build personas.

The use of personas allows the firm/brand to better understand the needs, desires, expectations and goals of real customers.
How to build personas

Socio-demographic data

Reasons why personas use or could use a specific product or service

Goals he/she wants to reach

Frustrations and difficulties that he/she has encountered in his experience with the service / product

Accurate description of the personas, but above all of his/her experience with the service or product

Maxim (something that describes values, ideas, way of life)

Fonte: https://optinmonster.com
Rachel
Small Business Owner

Demographics
- Age 32-39
- Skews female
- $90,000/yr
- Urban location
- Master's degree
- Married, no kids

Goals and Challenges
- Social Media Marketing
- Key decision-maker

Demographics
- Marketing Message
- Values and Fears
- Elevator Pitch

Goals and Challenges
- Save time online
- Find interesting content to share
- Maximize social media resources

How we can help
- Schedule posts to a queue
- Content suggestions

Where she works
Details about her role

Name
Job Title

Demographics
- Age
- Gender
- Salary
- Location
- Education
- Family
Jenny is a 29 year old single mother to Jack and Ellie. Going shopping as a family is always an adventure. Ellie is curious about everything and often wanders off in a world of her own, unaware of where her mother is, while Jack longs to run around and often tries to escape from his buggy. Two active children, a buggy and bags of shopping do not make for an easy or comfortable bus journey! Jenny’s time is incredibly precious to her and so she has little patience with anything that unnecessarily wastes her time. One night a week she manages to escape to her aerobics class, while the children’s grandparents baby-sit.

http://www.inclusivedesigntoolkit.com/betterdesign2/examplepersonas/examplepersonas.html#p80
# Socially Competitive Samantha

<table>
<thead>
<tr>
<th>Name</th>
<th>Samantha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Female</td>
</tr>
<tr>
<td>Age</td>
<td>28</td>
</tr>
<tr>
<td>Education</td>
<td>Bachelor's degree</td>
</tr>
<tr>
<td>Occupation</td>
<td>Marketing; $75K</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Single</td>
</tr>
<tr>
<td>Location</td>
<td>Boston, MA</td>
</tr>
</tbody>
</table>

**Motivations**

Samantha plays mobile games to pass time and compete against friends, but not necessarily at the same time. When passing short periods of time (e.g., waiting in line), Samantha plays games where she competes against herself. In these scenarios, she opts for low time commitment games where she uses strategy to advance. When passing longer periods of time (e.g., work commute), Samantha plays games where she competes against friends.

Samantha’s favorite game is *Bejeweled*. Samantha enjoys the feeling of winning against her real-world friends and goes to great lengths to maintain her dominance, including: frequently purchasing coins. The only other in-app purchases Samantha makes are to unlock levels when she’s playing good single-player games like *Spongebob’s Dinner Rush*.

Samantha primarily downloads games that are recommended/currently played by friends.

**Criteria for Selecting Games**

- Free to download and play
- Ability to compete against friends
- Strategic thinking needed, but not a time sink (easy to play, advance and pick back up)

**Frustrations with Games**

- Cost to download
- Too hard to advance
- When friends become unresponsive

**In Samantha’s Words**

“I get so competitive when I play *Bejeweled* against my friends at work. I spend way too much money just so I can win. Of course, I don’t tell my friends I spend anything. I like them thinking I’m naturally gifted.”

“*Spongebob’s Dinner Rush* is super addictive. When I have few minutes to kill, like waiting in line for coffee in the morning, I try to beat a couple of levels.”
Designing the User Experience

The Usability Life Cycle

- User Scenarios
- Walkthrough
- Analyses
- Multidisciplinary team
- Field studies
- Conceptual model
- Low- and high-fidelity prototypes
- Heuristic evaluation
- Implementation plan
- Deployment plan

Key to add:
- Documentation
- Evaluation activities
- Research activities
- Usability testing
- User testing
- User acceptance

UPA (Usability Professionals' Association)
www.upassoc.org
Service design is a human-centered approach that focuses on customer experience and the quality of service encountered as the key value for success.

Service touch points are the tangibles, for example: spaces, objects, people or interactions that make the total experience of using a service, i.e.:

- Advertising
- Web, mobile phone & PC interfaces
- Physical environments (shops, reception areas, transport environments, hospitals, etc.)
- Customer facing staff (Call centers, customer representatives, receptionists, etc.)
- Communication & mailings, etc.
Service design: Tools & Methods

Customer journey map

Illustrates how the customer perceives and experiences the service interface along the time axis.
Service design: Tools & Methods

Ideation, context mapping & participatory design

Reveals users’ conscious and latent needs, experiences, hopes and expectations. Users participate in a workshop facilitated by a tutor.
Design thinking: Think visually & tell stories