

ONLINE CLOTHES SHOPPING



Liam is a new college student looking for a new style as he begins this phase of his life. He isn't exactly sure where to start, but decides Aeropostale should be a good place to. He doesn't know what styles he does and doesn't like. He is also worried about the price point, he is truly a broke college student.

Liam is lost and confused! He sees so many different types of styles around campus but has no idea which one would be the best fit for him.

EMOTIONS KEY:

EXCITED

OPTIMISTIC

CONTENT

NEUTRAL

NERVOUS

LOST

CHANNELS KEY:

ONLINE BROWSING

IN PERSON CONVERSATIONS

SOCIAL MEDIA

PHONE CALL

ROOM FOR IMPROVEMENT

	1	2	3	4	5
	CONSIDERATION	EXPLORATION	DECISION	DELIVERY & TRIAL	REFLECTION
EMOTIONS					
THOUGHTS & EXPECTATIONS	<ul style="list-style-type: none">- I need to start somewhere- Where do I even look?- Where do I go?- Should I ask my friends where they shop?- Who do I talk to?	<ul style="list-style-type: none">- I'm not sure I'll find anything I like - Some of these stores are really expensive- Should I keep looking?- I'll never find something that is right for me 	<ul style="list-style-type: none">- How expensive is the delivery? - Are there any promo codes?- How long will it take to get here? - This is overwhelming	<ul style="list-style-type: none">- My package is here!- I hope everything looks and fits okay- Will everything look like what I saw online? - I hope these clothes are the right style for me	<ul style="list-style-type: none">- I love these clothes!- This is definitely my new look and style- I can't wait to order more clothes- The sizing guides helped me find the right fit!
ACTIONS & CHANNELS	<ul style="list-style-type: none">- Talks with friends for their opinions- Scrolls through social media to get ideas- Searches the internet for a place to shop	<ul style="list-style-type: none">- Browses stores online to find what works for him- Scrolls through social media for potential ads	<ul style="list-style-type: none">- Searches for FAQ page on the website- Asks friends if they've shopped there before	<ul style="list-style-type: none">- Talking with family and friends about his order- Scrolls through website again for reviews	<ul style="list-style-type: none">- Shows family and friends his new look- Makes a social media post in his new style- Leaves positive reviews on the website
CHANNELS					