## Shopping Experience STAGES INSIDE THE STORE LEAVING THE STORE ARRIVING AT THE STORE PURCHASE PERSONA USER JOURNEY Fitting Room **Exiting the Store** Entering the store Welcome inside The store ambiance Customer Service Desk Cash Counter Find a Parking Mariam Abdullah PERSONA CUSTOMER EXPERIENCE Mariam and her family are delighted to Mariam wants to be able to park close Mariam wants her shopping The assistant helps Mariam to get the Happy with her trousers, Mariam With her family back together, Mariam is excited when she It's been a successful visit. Now to to the store. There needs to be good approaches the store. It is light, bright be welcomed by the greeter at the experience to be a pleasant one. That right size. The shop has also an pay....what a relief, an extra till point is Mariam is ready to leave. Her little heads to the Customer Service Desk door. She appreciates the warm availability of spaces - especially at and it looks inviting alteration service to shorten the opened because the line was growing. boy is asking when they can come includes the music she hears in store. to ask about the alterations. The the stand alone stores, and extra wide The choice of music and volume helps length. Customer Service is so helpful, and Even though she only waited a few back again. As she leaves the store welcome. minutes, the cashier apologies for the the greeter who welcomed her says parking spaces to get in and out with she tells Mariam all about the loyalty her to relax. the shopping and the kids. She needs wait and Mariam is able to pay quickly. goodbye and thanks her for shopping card and she signs up - now she will Mariam Abdullah get great prices and points too! escalators and lifts nearby. at store. MOODBOARD PERSONA Mariam Abdullah **KPIS** VALUES TITLE Customer Satisfaction 79.2% CHANNELS CHANNEL PER ACTIVITY Store Parking Area

Customer Service Counter

PERSONA	CUSTOMER NEEDS						
Mariam Abdullah	<ul> <li>Easy access to the parking area</li> <li>Find a parking</li> </ul>	Clear guidance and directions	Available staff to help the customers	Well organized store     Clear display of products	Clean and tidy fitting room		<ul> <li>Different payment methods</li> <li>Paying through the same counter</li> <li>Getting a payment receipt</li> </ul>
PERSONA	VALUE MOMENTS						
Mariam Abdullah	Find a parking easily	Clear signs for guidance	<ul> <li>Sale and offers information</li> <li>A play area for kids</li> </ul>	Well organized store	Clean and tidy fitting room	Clear information about the different offers	Different Payment Methods