

Carl CARL'S DETAILED DESCRIPTION

Carl needs to study for an exam. The course requested a specific book. Carl needs to get exactly that book and study.

Carl has no idea where to get that very particular book from. He starts browsing.

Carl finds an online shop that also sells this book.

Carl **hesitates** to buy the book online because he fears high delivery costs. However he finds out the delivery is for free. So much comfort! He decides to buy the book.

Carl places the order directly at the website's online shop. He pays by credit card. He gets the invoice via email.

Carl expected delivery to take 1 week. After 10 days, the book has still not arrived. Carl really needs to start studying!

11 days after the order has been placed. Carl is **not at home** when the post man arrives. Hence he gets the pick-up notification, via email and via post. **Finally!**

Carl runs to the post office to pick up the book. He has his tracking code and everything works out smoothly.

Carl is back home and opens the package. The book is in a perfect condition.

Carl can start studying for the exam.

Anna ANNA'S DETAILED DESCRIPTION

Anna needs to study for an exam.

Anna **knows** that online shop and starts directly on the website.

Anna **knows** that delivery is for free. The website does not provide her with any new information.

Anna places the order directly at the website's online shop. She pays by credit card. She gets the invoice via email.

Anna knew that delivery can take up to 14 days.

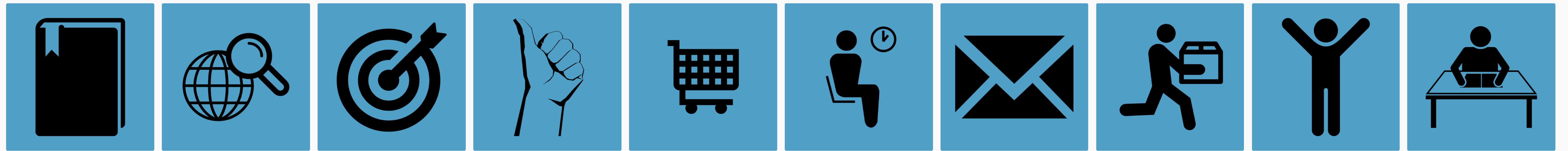
11 days after the order has been placed. Anna is **not at home** when the post man arrives. Hence she gets the pick-up notification, via email and via post. **Perfect timing!**

Anna runs to the post office to pick up the book. She has his tracking code and everything works out smoothly.

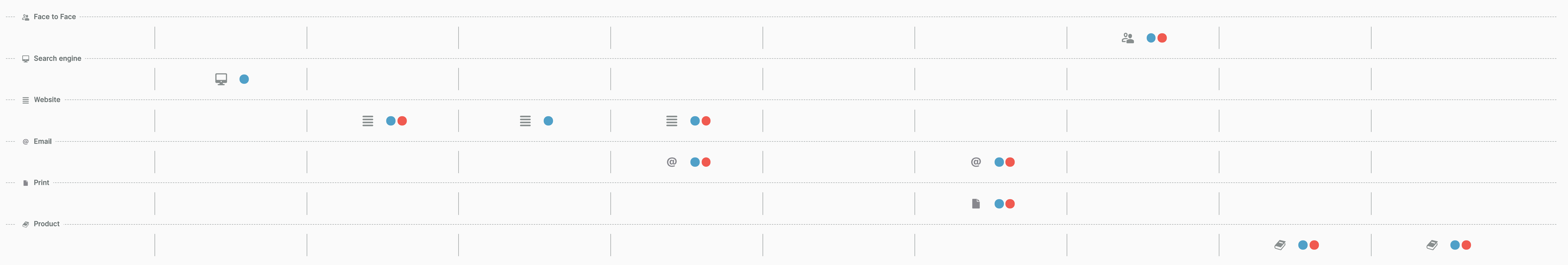
Anna is back home and opens the package. The book is in a perfect condition.

Anna can start studying for the exam.

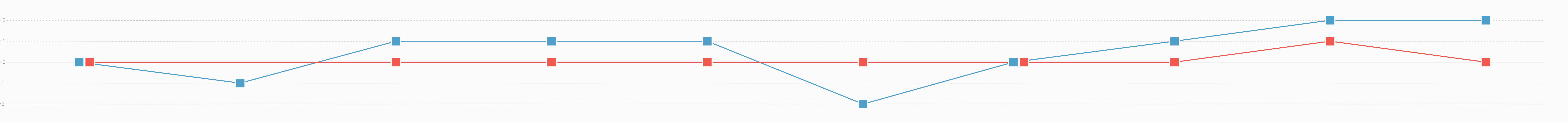
Carl CARL'S STORYBOARD



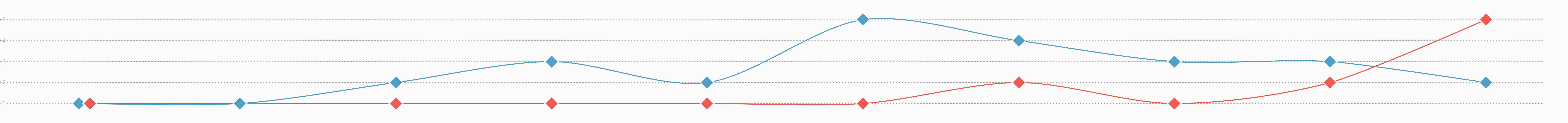
Carl / Anna CHANNEL OVERVIEW



Carl / Anna EMOTIONAL JOURNEYS



Carl / Anna DRAMATIC ARC



Carl IDEAS FOR IMPROVEMENT

How can we be top of mind at our potential customers?

Make the fact that delivery is for free very visible

Inform customers how long it can take to get the book

Carl BACKSTAGE LANE

