



Stephanie

Expectations:

Stephanie is planning her son's birthday party. With so much to do, she needs to find something quick, preferably a "most popular" or "discount" section she can look through, with an easy, stressfree checkout.



Actions	<p>An ad on Facebook informed her of this company.</p> <p>Enters website to look for a birthday yard sign.</p> <p>Clicks on one of the pictures featured on the Home page.</p> <p>Answers questions related to personalization and asks.</p> <p>Go to shopping cart & check out.</p> <p>Select delivery date and checks out using PayPal.</p> <p>Receive email receipt.</p> <p>Gets yard announcement delivered.</p> <p>Has birthday party.</p> <p>Yard sign picked up.</p> <p>Writes review on website.</p>
Touchpoints	<p>Facebook ad.</p> <p>Home page.</p> <p>Picture of Yard Sign.</p> <p>Product page.</p> <p>Shopping cart.</p> <p>PayPal link.</p> <p>Order confirmation.</p> <p>Email.</p> <p>Review page.</p> <p>Submit review.</p>
Emotions	
Pain Points	<p>Stressed with everything taking longer than expected for planning the birthday party.</p> <p>Questions too lengthy when renting an item.</p>
Opportunities	<p>Create ads on social media with a link that will take the user right to the Home page.</p> <p>Create drop-down menus for item questions so it doesn't look so overwhelming, w/ asterisk next to required fields.</p>