



EXPERIENCE MAP

	ENTRY				CUSTOMIZATION							POST-PURCHASE						
CUSTOMER THINKS	<i>"I think it's time to try one of those customizable sneakers."</i>	<i>"Which brand should I pick?"</i>	<i>"UA is the brand for me, I like that you can customize them. I didn't know they offered that!"</i>	<i>"Let's see UA's take on customization. Will it be any better than all the others?"</i>	<i>"I want to set some basic preferences."</i>	<i>"I don't really know what I'm doing, but my team colors are green. I also like neon though... Gulp."</i>	<i>"Oh cool, I can add patterns to this? I hadn't thought of that. How can I get this to look good?"</i>	<i>"Give me advice, UA! I'm not a fashion designer... I'm not sure what to put here."</i>	<i>"I have to wait how long to buy my shoes?"</i>	<i>"Awesome! Let's buy these things."</i>	<i>"I *think* these look pretty good. Maybe I should get some feedback though."</i>	<i>"My shoes look pretty awesome, and you bet that I want to have them featured on UA's site!"</i>	<i>"Where did I leave my wallet?"</i>	<i>"I just spent tons of money on these, why aren't they here yet?"</i>	<i>"Great! My shoes are on the way."</i>	<i>"Hell yeah! Let's break them out. I need to capture and share this moment with my friends!"</i>	<i>"I look amazing."</i>	<i>"My shoes finally wore out, time to get another pair. I really liked my UAs. I am going to get these again."</i>
INTERACTIONS	Seeing a really cool pair of shoes in daily life (fitness instructor)	Pinterest, competitive .coms, sneakerhead blogs, athlete research/watching sports, instagram	UA.com - shoe wall and product page	UA.com - shoe wall and product page	Adds name, number, position, sport	Color picker	Pattern library, Shoe Gallery, Pattern resizer	Finds photo and image, Upload Photo	5 minutes of waiting	Success message	Add to Cart button	Add design to gallery/set up a designer page, upload photo, add caption and hashtag	UA.com Shopping cart, email confirmation	Waiting for 6 weeks, occasional emails	Shipment tracker, email	Take video/photo with phone, post to social	Take video/photo with phone, post to social	MapMyRun, email, UA.com
POSSIBLE FRUSTRATIONS	There are so many companies that do this now	Users will likely be overwhelmed with all of the choices in the marketplace and struggle to find the shoe that fits their style	Users may not know what to expect when they enter this experience. Will this be a blank shoe? Will this be hard? Will there be help?	Users don't notice or can't find the customization experience	Users may not understand why they are being asked to do this. Returning users may also be frustrated if they have to complete this again	It may be intimidating to present unlimited choices, and it may also be too constricting to show too few	Users may not be well versed in fashion/design terms and get frustrated not being able to find combinations that look good to them	Image format not accepted, resolution not accepted, doesn't look right on shoe, misaligned, image distorted by plastic overlay	The obvious frustration here is waiting, especially with the excitement of wanting to see the shoe come to life	Users may feel too invested in the shoe after putting all this work into it	User has analysis paralysis and isn't sure the shoe looks good	Remembering hashtags	User might not have CC handy	Users feeling out of the loop as to when their shoes will arrive.	Users may not want update emails; most people get too many emails already	Users pay a lot of money for these shoes. When the shoes arrive, it should feel special. remembering hashtags, hard to get the perfect shot	n/a	My shoes were discontinued
RECOMMENDATIONS	Customizer launch marketing campaign	Lifestyle blog for flash designer, user designed shoe gallery with social support, customization indicator on shoe wall	Prevalant and clear CTA's leading the user into the experience from various points on UA.com	All the various entry points to the customizer need to raise the bar aesthetically in comparison to UA's existing properties. This will be critical to compete with all the brands currently in this space	Clear concise copy explaining what is happening. Create a compelling and engaging experience that draws users into participating	Simplify good color selection by helping the user pick color palletes that are backed up by color theory. Automatically distriburte the coors across the shoe, saving the user from having to assign color component by component	Users canselect from a pattern library, then change and manipulate the patterns	Inline image search, image library, easy way to import an image from your phone	Entertain them for 5 minutes! It might be an inspirational quote generator, 5 minutes of video content, 5 minute countdown timer, articles that could be read, a shoe gallery, etc	Success messaging, encourages you to move to the next step	Allow user to save their shoe and share it out to social to get feedback from friends. Use encouraging and motivating copy to encourage user to purchase	Give users an easily shareable piece of content	n/a	Keep customers in the loop, updating them on progress and educating them about the process. Build anticipation.	Celebratory notification, with shareable social element	Create unboxing #hashtag - Print hashtags and instructions to participate in the campaign on the box (or in an insert) - Engage with the users on social, amplify their posts	Create #goals campaign - encourage users to participate in campaign	Recommend a new pair of shoes based on the user's previous purchase