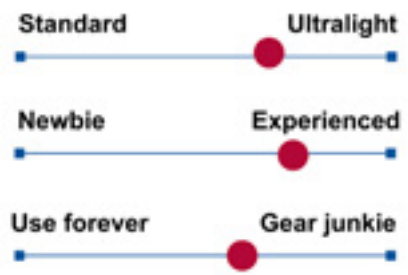




# Niche Nick Gear Purchase User Journey



As an experienced backpacker, Nick understands the value of high-quality and lightweight products. He's not a gear junkie exactly, though his wife might disagree. Nick is looking to upgrade some of this gear for better, lighter-weight options to let him get outside and trek longer miles without the back pain.

PHASE	Awareness Duration: 2 weeks	Research Duration: 2 weeks	Decision-making Duration: 1 weeks	Purchase Duration: 1 day
ACTIONS	Nick is thinking of upgrading his gear. He saw a Big Agnes email that the company won an award for a new tent design that's lighter than his current one. Nick stays up-to-date on gear by watching YouTube and following reviews on Reddit. He also sees the latest news on social media.	Nick loves to watch gear reviews online but now he has a purpose — finding a new backpacking tent. He finds reviews on YouTube and Reddit. He also asks his friends about their gear. Nick looks at the Big Agnes site to get an idea of the different models available.	Nick has researched, read reviews and talked to his friends. He is ready to decide on the actual tent he wants. He reviews the tents on the Big Agnes site, filters results and reads the specs closely to find just the right one. He reads a Big Agnes email on new tents.	Nick is finally ready to buy. He has a little trouble checking out — it's not always clear which products are in stock — but is finally able to purchase his dream tent. He reviews his purchase email and is overall satisfied with his purchase.
THINKING/ FEELING	<p>  Thrilled   Happy   Neutral   Uncertain   Upset           </p> <p>Nick enjoys gear reviews. The idea of upgrading his gear is also exciting.</p>	<p>  Happy   Neutral   Uncertain   Upset           </p> <p>Nick is a little overwhelmed with all the options and different features available.</p>	<p>  Happy   Neutral   Uncertain   Upset           </p> <p>Nick is a little overwhelmed with all the options and different features available.</p>	<p>  Happy   Neutral   Uncertain   Upset           </p> <p>Nick is confused by the purchase process.</p> <p>Nick is happy to have completed his new tent purchase.</p>
TOUCH POINTS	<p> <input type="radio"/> Website   <input type="radio"/> Email newsletter  <input type="radio"/> Facebook   <input type="radio"/> Instagram   <input type="radio"/> Twitter           </p>	<p> <input type="radio"/> YouTube   <input type="radio"/> Website           </p>	<p> <input type="radio"/> Website   <input type="radio"/> Email           </p>	<p> <input type="radio"/> Website   <input type="radio"/> Email (Purchase confirmation)           </p>
OPPORTUNITIES	<ul style="list-style-type: none"> <li>Website SEO should be optimized to encourage organic traffic.</li> <li>The email newsletter should inform past customers of new gear advancements.</li> <li>Posting regularly on social media will keep the brand, and new products, top of mind.</li> </ul>	<ul style="list-style-type: none"> <li>The website product pages can be optimized to appeal to users in the research phase.</li> <li>Website copy should be easy to understand when highlighting new technology or features. The difference between tent classes should be clearer.</li> </ul>	<ul style="list-style-type: none"> <li>Filtering features can be added to the primary tent page so users can compare different tents by class and other features.</li> <li>A targeted email can be sent to users that are comparison shopping specific products to keep them engaged and learning about the product.</li> </ul>	<ul style="list-style-type: none"> <li>Product pages should be updated to make it easier to see if products are in stock without making size selections.</li> <li>The notification for when items are back in stock signup should be more prominent.</li> <li>The purchase confirmation email is an additional opportunity to connect with users.</li> </ul>