



Product development strategy

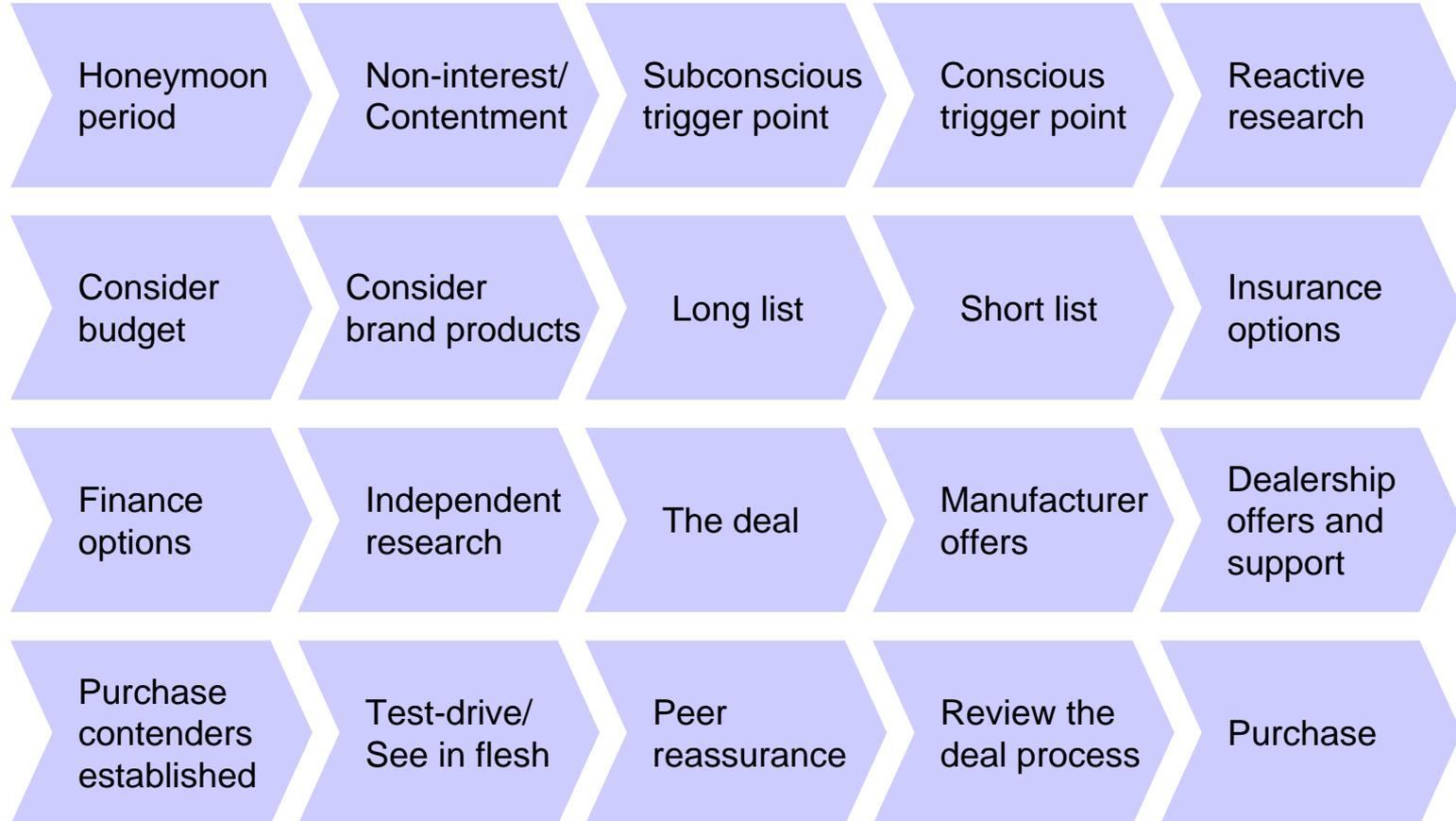
Customer journey analysis

Exercise: Digital Publishing Strategy Academy

Building great website publications ***Internet product development with Digital Strategy***

The internet product development workshops Digital Strategy Consulting runs have been helping media groups since 2000 to learn about how to build powerful online services. In this exercise we apply Digital Strategy's customer journey analysis to how people buy cars. This helps uncover the messages advertisers need to deliver, and the tools internet sites need to provide to help their audiences make decisions. It's an approach that helps web publishers develop powerful online services. Get your internet product development right and the audiences accelerate.

Steps to buying a car



Customer journey model

Industry sector Product..... Time period

Step in journey	Example marketing messages that matter	Details of the micro-steps in the customer's journey	Media formats
After sale			
Making the sale			
Related products			
Intense research and product comparison			
Casual research			
Initial interest			
Previous product purchased			

Source: www.DigitalStrategyConsulting.com 2003

Example... **Customer journey model**

Industry sector *Motoring* **Product** *VW Golf* **Time period** *6 months*

Step in journey	Example marketing messages that matter	Details of the micro-steps in the customer's journey	Media formats
After sale	Reassurance	Phoned for a customer healthcheck	Experiencing media and the product, manufacturer's emails, TV and direct mail
Making the sale	Price and service options Product reliability and after sale care	Buys in the shop	Face to face discussions, supported by emails
Related products	Optional extras, financing	Brand is selected or shortlisted; compares finishes, colours, video and audio features	Comparison engines, virtual tours, visits to showroom, telephone conversations
Intense research and product comparison	Feature awareness, Competitive strengths	Focuses on specific choices of brands and models	Specialist magazines, specialist websites, search engines, comparison engines, blogs, reviews, motoring events, visits to showroom
Casual research	Brand awareness Feature awareness	Starts looking at editorial media	PR, display advertising, social networks, blogs, search engines, exploring online magazines and brand owner's sites
Initial interest	Brand awareness Feature awareness	Trigger point that forces consideration of a purchase decision	PR, display advertising, social networks, blogs
Previous product purchased	Reassurance	Experiencing the product	Experiencing media and the product, manufacturer's emails, TV and direct mail

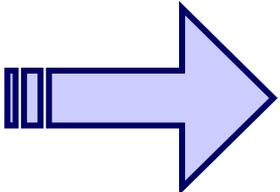
Source: www.DigitalStrategyConsulting.com 2007

Example... **Customer journey model**

Industry sector *Motoring*

Step in journey	What content could a site develop that satisfies customer needs?
After sale	Customer service reviews, blogs and discussions
Making the sale	Articles about the process Information about different dealers Ratings of dealers
Related products	Reviews, product information
Intense research and product comparison	Reviews, product information Forum for dialogue with other buyers Ratings for the quality of cars and their relevance for different audiences High quality expert articles and reviews
Casual research	Editorial articles Fun content Video clips of cars Information about models
Initial interest	Explaining different types of cars and customer groups A forum discussion about the site
Previous product purchased	

Source: www.DigitalStrategyConsulting.com 2007



Reflection

Reflections

- **Think about what customers really need to make decisions rather than just the editorial content you have**
- **Let audience need drive your product development**
- **Apply the model to other sectors**
- **Look out for more best-practice strategy tips from DigitalTrainingAcademy.com**

A rowing team of eight men in dark blue long-sleeved shirts and shorts are carrying a long, narrow boat on their shoulders. They are standing on a wooden dock or pier over a body of water. The background shows a line of trees and a clear sky. The text is overlaid on a dark blue rectangular background.

Making sense of a digital world

The Digital Training Academy



**DIGITAL
TRAINING
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The knowledge transfer business