

## **Brand Customer Journey**

There are 3 major phases in a customer journey –

1. Problem Awareness
2. Considerations
3. Decisions

### ***Awareness***

Following are the parameters that are to be considered during situation handling phase.

- *Description* – Skeptical market, Privacy, Technological changes and social distancing are the key factors to be considered.
- *Motivations* – Emergency situations and essential deliveries are the key motivations.
- *Questions to be asked* – Is it secure and safe? Will it invade privacy?
- *Actions* – Trust factor on machines for deliveries.

Following is the parameter that are to be considered during mapping demographics phase.

- *Location* – Divide the locality targeted into zones I/II/III/IV. Distance-based breakup (breaking down prices zone wise).

*Display 3D models* – Delivery partner

- Customers can explore the robust features in 3D.
- Professional approach recognized by the brand.

### ***Consideration***

Following are the parameters that are to be considered during situation handling phase.

- *Description* – Less human interaction preferred & more importance given to security and safety of customers from cyber and tech-based attacks.
- *Motivations* – High cost incurred for deliveries.
- *Questions to be asked* – End to end tracking and guided trials?
- *Actions* – Advanced flight management software. Flight clearance from DGCA.

Following is the parameter that are to be considered during mapping demographics phase.

- *Location* –
  - An application would allow customers to place a pin on the location.
  - Checklist past for soft landing deliveries.
  - Using caution
  - Checklist failed – Not available in the given location.

*Display 3D models* – (Delivery partner) - 360-degree drone based delivery models.

### ***Decision***

Following are the parameters that are to be considered during situation handling phase.

- *Description* – Educate the customer for fast / secure / contactless / economic deliveries.
- *Motivations* – Promote fact deliveries.
- *Questions to be asked* – Testimonials of campaigns (Customers satisfied?)
- *Actions* – Transparent tracking (Secured delivery)

*Display 3D models* – Delivery partner

- Explore and experience the flight stability features.