

IDEAL CONSUMER PERSONA AND CONSUMER JOURNEY OF SPORTS DIRECT

Module: Digital Retail Environments- New paths to purchase

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Date: 30/11/2022



John Abraham

SHORT NAME
JOHN

IMAGE



CHANNELS

Likely

- mobile apps
- email
- social media

Unlikely

- telephone
- printed documents

QUOTE

" Perfect for sports and fitness"

PURCHASE TYPE

60% Shoes
40% Dress items

SHOPPING BUDGET

\$200/ month

AVG SHOPPING

5 / year

PERSONAL INFORMATION

Location- Fulham, London
Age-25 to 35
Gender- Male
Occupation- Business

MOOD IMAGES



EXPECTATIONS

Expects;
1. Good quality products
2. Good service

Do not expect;
1. Very high price
2. Extra service charges

PROJECT

Customer Persona

JOURNEY MAP

Consumer journey map



Sees the advertisement on s...	Clicking the link given in the adver...	Opened www.sportsdirect.com	Searching for the wanted item.	Filtering brands.	Choosing the products that want to...	Checking if the item is the correct ...	Add to cart	Checkout and pay using Debit card	Confirmation Email	Products gets delivered	Receives an Email when product d...	Ask for review	Sending emails regularly to inform...	
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No persona CUSTOMER JOURNEY

Sees the advertisement on social media.	Clicking the link given in the advertisement	Opened www.sportsdirect.com	Searching for the wanted item.	Filtering brands.	Choosing the products that want to buy.	Checking if the item is the correct size and fit.	Add to cart	Checkout and pay using Debit card	Confirmation Email	Products gets delivered	Receives an Email when product delivered	Ask for review	Sending emails regularly to inform about new discounts and offers.	
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No persona STORYBOARD

The storyboard consists of 14 sequential images: 1. A social media ad for a 'SHOE SALE' with 'MIN 50% OFF'. 2. A hand clicking a 'click here' link. 3. A smartphone displaying the SportsDirect website. 4. A hand holding a smartphone showing a product page. 5. A website screenshot showing a '£28' discount on boots. 6. A website screenshot showing a 'BUY WITH CONFIDENCE' badge. 7. A website screenshot showing a 'NIKE ENGLAND VAPOR SPEED' product page with a price of '£95.95'. 8. A website screenshot showing a 'MYD' (My Direct) account page. 9. A website screenshot showing a 'to pay for your order?' checkout page. 10. A website screenshot showing a 'SPORTS DIRECT' logo. 11. A person in a uniform handing a cardboard box to a customer. 12. A 'Thanks for your order!' confirmation email. 13. A 'SportsDirect.com' website header with a 'Reviews 6,555' badge. 14. A '90% OFF DEAL OF THE DAY' promotional banner for a £5.59 item.

