

	Pre-Phase: Awareness and Information Search			Core Experience: The Process of Selecting a Panettone						Post-purchase Phase			
What is important for the customers?	A brand or e-commerce store can provide hand-made panettone with good quality; the e-commerce website is reliable and professional.			Good ingredients; attracting product images; The physical product should be same as the description on the Internet (size, flavor, package) ; Effective and efficient customer services; Be able to find contact information; seamless user interface						Convenient and efficient delivery services; Effective and efficient customer service; Good packaging; Instruction of ways to conserve			
Succession of Touchpoints (TPs)	TP1: Lisa learned about the panettone(an Italian cake) from a friend, and she wanted to taste it.	TP2: Browsing online through Google research for more info on panettone and try to find a good store.	TP3: Noticing the official website of Viva Panettone	TP1: Searching customer reviews of Viva Panettone by google	TP2: Searching customer reviews of Viva Panettone by Facebook and Instagram	TP3: Talking about this brand with Felix, and deciding to buy a panettone from Viva Panettone	TP4: Browsing Viva Panettone’s website (e.g., homepage, product page, contact info, store info)	TP5: Deciding which one we would like to buy, finally, we chose a 500g panettone with Cappuccino flavor.	TP6: Completing the checkout process and placing the order.	TP1: Checking the order confirmation email but not find tracking information	TP2: Waiting for the product delivery with expectation	TP3: Opening the parcel and tasting the panettone with Felix	TP4: Sharing ideas and thoughts about this shopping experience with Felix
Customer Thoughts	-"Oh, I've never heard of panettone before, maybe I can buy one to taste. If it tastes good, I will definitely recommend panettone to my international friends." -"Now, I need to do research about online panettone stores that can be trusted, oh, I find one named Viva Panettone. Looks good!"			-“My first impression of the website (vivapanettone.com) was good. I was able to find all the information I want.” -“But after I started to explore the site in-depth, I found that its user interface was disappointing, and the product information was too scattered and not very organized.” -“The product images look not attracting enough.” -“Too much text description on the interface. It’s hard for me to read.” -“Why there is no customer reviews on each product page? So weird.” -“Why Not indicate the most popular panettone on the homepage?” -“Pictures in Facebook and Instagram look cooler than websites. ”						-“The product quality is excellent, very delicious.” -“I love the way my order was packaged.” -“Quick and convenient delivery.” -“I’m willing to repurchasing it, but I don’t like the interface of Viva Panettone.” -The tracking information is missing in the order confirmation email.			
Customer feelings	-Curious about the taste of panettone -Excited to find Viva Panettone -Happy to know a new pastry			-Unhappy with too much scrolling -The colors of font and background make some writing hard to read						-Satisfied with the product quality -Unhappy with its interface and the order confirmation email without tracking information			
Opportunities/Creation of a competitive advantage	<ul style="list-style-type: none"> Strategically market the Viva Panettone brand, emphasizing points of differentiation from competitors Leverage word-of-mouth marketing to enhance brand recognition Implement competitive pricing strategies to appeal to cost-conscious consumers Emphasize superior product quality to highlight the brand's value proposition Allocate resources to improve the website's search ranking on Google Enhance online visibility to attract and engage a broader audience Strengthen the brand's online presence to capture the attention of potential customers 			<ul style="list-style-type: none"> Enhance the user interface of the website by refining font styles, optimizing paragraph structure, and improving the presentation of product images with attention to font and color aesthetics. Utilize bold tiles to effectively separate paragraphs in product information, facilitating a more visually appealing and user-friendly layout. Incorporate a customer review section on each product page, complete with a star rating system akin to popular platforms like Amazon, to provide potential customers with valuable insights from others. Conduct an online survey to gather feedback from users about potential points of friction experienced throughout their entire shopping process. 						<ul style="list-style-type: none"> Conduct post-purchase surveys to gather valuable insights into customers' shopping experiences. Include customer service contact information (email, telephone) and social media details (Facebook, Instagram) at the bottom of the confirmation email for easy accessibility. Clearly outline the return or refund policy in the confirmation email to provide transparency and build trust with customers. Include the tracking number in the order confirmation email to keep customers informed about the status of their purchase. Provide helpful information on ways to store and conserve Panettone, enhancing the overall customer experience and satisfaction. 			