WINE BUYING JOURNEY

JOURNEY STEPS	Identif	ies the need/want to bu	uy wine	Browses wine options			Selects bottles and adds to cart			Checks out the cart			Waits for shipment			Receives shipment		Stocks wine cellar		
USER ACTIONS	Visits a winery	Notices his wine cellar is lowering on inventory	Receives allocation notification via text	Takes recommendations from trusted sources	Looks for steadfast staples	Seeks niche / last bottle opportunities	Checks for case / shipping discounts	Does not fret the running subtotal	Adds selections for his spouse	Enters shipping information	Enters billing information	Runs the Amex Black	Receives the FedEx or UPS tracking number	Uses text notifications for out for delivery	Signs for the	e package Unpacks the bottles from their protective handling		Special occasion goes on the top shelf	Whites go in the cooler, reds on the rack	Admires his inventory
	I want to remember the experience and story of this wine	This is a chance to restock some of our favorites and maybe try a few new bottles	The visit to Napa last spring was one of our best trips	Jeb Dunnuck liked this one, so I probably will too	I always like their current cab vintage	It's like a competition, and I like to win	I'll add more bottles to get a discount	I'd rather get the wines that I want, because I can	We can both enjoy a glass of wine, even if it's not the same varietal			Earning points	Good - my purchase is on the way	I look forward to opening the crate		It's nice that we've figure out how to ship wine damage-free	d	I like sharing a nice bottle as celebration or even sometimes as a just- because	I can store my purchases in the best environment	I like seeing a full wine cellar
THOUGHTS	I can only buy their bottles from the winery	I don't like it when my inventory looks low	I don't want to miss out on the allocation	Why do I care what Wine Spectator rated it?	I hope they aren't out of stock	I better hurry and check out while things are still available	Why do I care about shipping costs on a \$600 order?		Doesn't care for the same staples as his spouse	This is the same as all online purchases	This is the same as all online purchases		Checks the estimated date to see if someone will be home to sign	The carrier better arrive in the estimated window	If someone they won't o	sn't home eliver it summertime		I won't always share my nicest bottles with those who won't appreciate it		
SENTIMENT	+															$\longrightarrow \bigcirc$				
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RECOMENDATIONS	 Focus not only on the wine's Become a trusted, credible so Create a sense of scarcity wine 	ource for recommendations	nd backstory	 Allow customers to save favorites and easily re-order Offer curated recommendations Highlight last-chance bottles 			 No need to show a running cart / total Make case and shipping discounts visible, but not prominent 			Keep it as short and familiar as possible			 Ship as quickly as possible Send simple and quick confirmation and update emails 		• (n/a)	• (n/a)		 Follow-up with highly personalized emails - recommendations Send (infrequent) reminder emails to re-stock 		