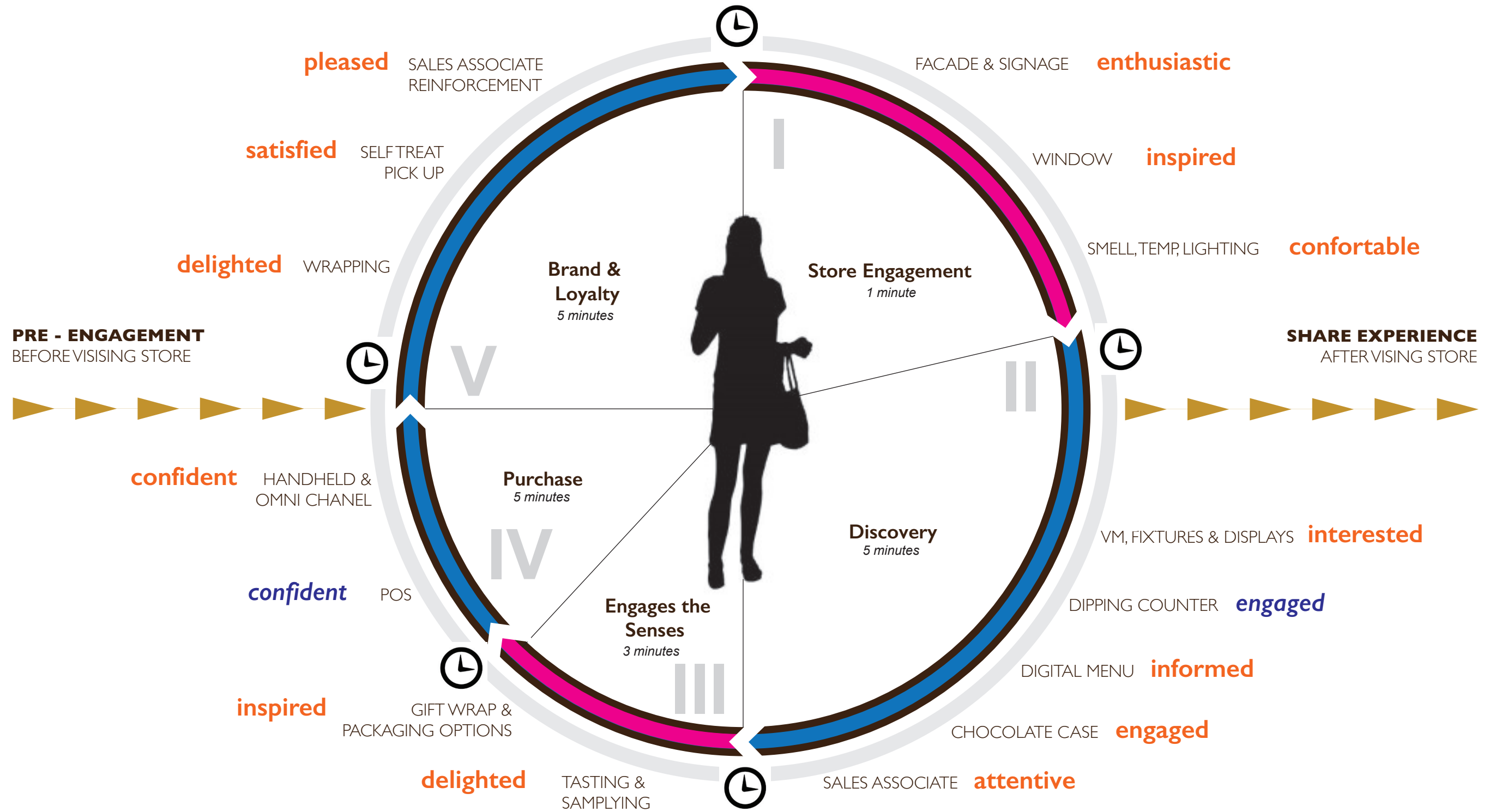


# GODIVA CONSUMER JOURNEY

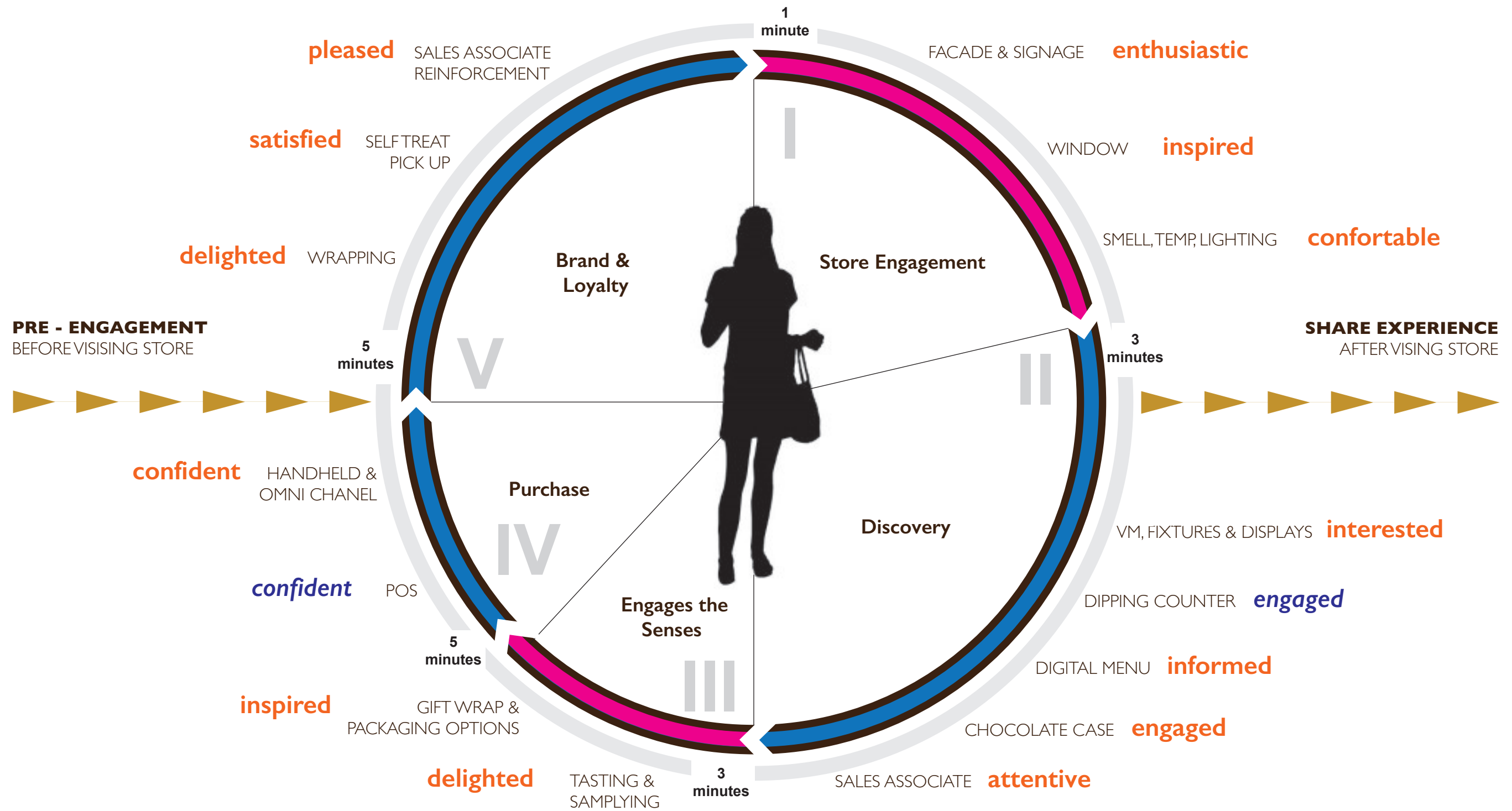


BRAND RELEVANCE

**GODIVA STORE**  
ROCKEFELLER CENTER

CONSUMER LOYALTY

# GODIVA CONSUMER JOURNEY



BRAND RELEVANCE

**GODIVA STORE**  
ROCKEFELLER CENTER

CONSUMER LOYALTY

CONSUMER JOURNEY - EXISTING GODIVA ROCKEFELLER CENTER STORE - APROX 15 MNS

NOV 30TH 2015

**OBJECTIVE :** to illustrate the physical journey, feelings and emotions experienced in the store by a consumer when shopping for a holliday gift and a self treat item.

PHASE OF JOURNEY	BRAND & STORE ENGAGEMENT			DISCOVER PRODUCT CATEGORIES & NOVELTIES					ENGAGE SENSES & MAKE SELECTIONS		PURCHASE	BRAND REINFORMENT & LOYALTY		
TOUCH POINTS	FAÇADE & SIGNAGE	WINDOW : VM & PRODUCTS	STORE SMELL, TEMPERATURE & LIGHTING	VM, FIXTURES & DISPLAYS	DIPPING COUNTER	MENU	CHOCOLATE CASE	SALES ASSOCIATE ADVISE	TASTING & SAMPLING	FLAVORS & PACKAGING OPTIONS	POS	WRAPPING PICK UP	SELF TREAT PICKUP	SALES ASSOCIATE REINFORMENT
CONSUMER'S EMOTIONS	ENTHUSIASTIC	INSPIRED	CONFORTABLE	INTERESTED	ENGAGED	INFORMED	ENGAGED	ATTENTIVE	DELIGHTED	INSPIRED	CONFIDENT	DELIGHTED	SATISFIED	PLEASED
APROX TIME	< 10 SECONDS	60 SECS	< 60 SEC	2-5 MNS	60 SECS	60 SECS	60 SECS	2-5 MNS	N/A	3 MNS	5 MNS	5 MNS	5 MNS	< 60 SECS

CONSUMER'S EMOTIONS I.E ENTHUSIASTIC: 1 LESS LIKELY / 5 VERY LIKELY

APROX TIME ESTIMATE ONLY - TO BE CONFIRMED

RED: Likely = positive



BLUE: Less Likely = negative



CONSUMER JOURNEY - NEW GODIVA STORE ROCKEFELLER CENTER - APROX 12 MNS

NOV 30TH 2015

**OBJECTIVE :** to illustrate the physical journey, feelings and emotions experienced in the store by a consumer when shopping for a holliday gift and a self treat item.

PHASE OF JOURNEY	BRAND & STORE ENGAGEMENT			DISCOVER PRODUCT CATEGORIES & NOVELTIES					ENGAGE SENSES & MAKE SELECTIONS		PURCHASE		BRAND REINFORMENT & LOYALTY		
TOUCH POINTS	FAÇADE & SIGNAGE	WINDOW : VM & PRODUCTS	STORE SMELL, TEMPERATURE & LIGHTING	VM, FIXTURES & DISPLAYS	DIPPING COUNTER	DIGITAL MENU	CHOCOLATE CASE	SALES ASSOCIATE ADVISE	OPEN CHOCOLATE TASTING & SAMPLING COUNTER	FLAVORS & PACKAGING & GIFT WRAP OPTIONS	POS	HANDHELD / OMNICHANEL ORDERING SYSTEM	WRAPPING CEREMONY ( CHOCOLATE CASE / GIFTING )	SELF TREAT PICKUP AREA ( SOFTSERVED & CHOCOLIXIR )	SALES ASSOCIATE REINFORMENT
CONSUMER'S EMOTIONS	ENTHUSIASTIC	INSPIRED	CONFORTABLE	INTERESTED	ENGAGED	INFORMED	ENGAGED	ATTENTIVE	DELIGHTED	INSPIRED	CONFIDENT	CONFIDENT	DELIGHTED	SATISFIED	PLEASED
APROX TIME	< 10 SECONDS	60 SECS	< 60 SEC	2-5 MNS	60 SECS	60 SECS	60 SECS	2-5 MNS	N/A	3 MNS	5 MNS	5 MNS	5 MNS	5 MNS	< 60 SECS

CONSUMER'S EMOTIONS I.E ENTHUSIASTIC: 1 LESS LIKELY / 5 VERY LIKELY

APROX TIME ESTIMATE ONLY - TO BE CONFIRMED

RED: Likely = positive



BLUE: Less Likely = negative

