

# **Buying a Lacrosse Stick**

Journey Map

# Purchasing a Lacrosse Stick:

## Customer Journey

Mike is a 13-year-old lacrosse player from suburban Connecticut. As an 8th-grader, he is looking to take his game to the next level before he plays lacrosse in high school, and he needs a new stick. He loves watching pro lacrosse, college lacrosse, and lacrosse content creators. When he's not on the field you can find him playing football, hanging out with his friends, or gaming.



### AWARENESS

Mike watches professional and college lacrosse on streaming services, and consistently watches lacrosse UGC on social media.

At practice, he talks about latest gear with his teammates.

He buys other sports equipments and checks out the lacrosse section to see the nest gear.



### CONSIDERATION

Mike browses the websites of popular lacrosse brands

Watches unboxings & gear reviews

He inquires with coaches & teammates about the best gear.

Considers different price points and qualities across brands through their websites



### DECISION

Mike's mom browses the internet on her own to find discount codes and sales

They examine return policies, warranties, and reviews for Mike's top stick choices

They visit a store with specific sticks so he can test out the weight, grip, and feel before purchasing



### PURCHASE

Mike decides to purchase a stick online

He receives tracking information from the company

Unboxes the product once it arrives



### POST-PURCHASE

Texts friends when it arrives to share excitement

He gets to test it out by having a catch with someone in his family

He uses it in practice and games going forward

Receives post-purchase questionnaire and promotional content from the company he purchased

# Organizing Our Journey Map

- Persona (the who)
- Scenario
- Journey phases/timeline
- Actions/channels/touchpoints
- Thoughts
- Emotions
- Opportunities for improvements
- Internal ownership

# Who?

**Name:** Mike

**Role:** Passionate young lacrosse player

**Demographics:**

Gender: male

Age: 13

Location: suburban Connecticut

Grade: 8th grade

**Interests:** Lacrosse, football, hanging out with friends, video games, spending time with family, and watching his favorite youtubers



# Scenario: Buying a new lacrosse stick

New lacrosse stick=

- new shaft
- new head
- new mesh



## **Awareness Phase:**

Becomes aware of the newest and best equipment through watching college lacrosse, professional lacrosse, and UGC on social media

His teammates have new gear and it is exciting for them to show off and talk about at school or practice

By going to sporting goods stores to buy sneakers and equipment for other sports, Mike stops by the lacrosse section to check out new stuff

# Research Phase

Mike browses the websites of popular lacrosse brands in his free time

He watches unboxings and gear reviews on youtube from his favorite lacrosse creators

Asks some his coaches & teammates what the best current gear is and what would be good for him based on how he plays

## Consideration Phase:

Why does Mike need a new stick in the first place? He only has one, typically players have at least two (in case one breaks, and the current one he has is not in great condition

The final decision to purchase the stick will be up to Mike's parent because they are the one's paying for it

Mike sits down with his mom at the computer and compares prices and quality across multiple brands



## Decision Phase:

Mike's mom browses the internet on her own to find discount codes and sales

They examine return policies, warranties, and reviews for Mike's top stick choices

Mike visits a store with specific sticks so he can test out the weight, grip, and feel before purchasing

## **Purchase Phase:**

Based on all of the information gathered, Mike decides to purchase a stick online

He receives tracking information from the company

Unboxes the product once it arrives

## **Post Purchase Phase:**

Sends texts to friends when it arrives to share excitement

As soon as it arrives, he gets to test it out by having a catch with someone in his family

He uses it in practice and games going forward

Receives post-purchase questionnaire and promotional content from the company he purchased

# Thoughts & Emotions

**Think & Feel:** excitement for a new stick & anxiety about making the right decision

**Hear:** teammates, parents, coaches, content creators

**See:** advertisements, reviews, college & pro lacrosse, in-store displays

**Say & Do:** discussion with friends, online research, testing sticks in-store

**Pain:** Fear of regret, peer pressure, worries about price,

**Gain:** improved performance, confidence boost, social approval, and learning experience for future equipment purchases

# Opportunities for Improvements:

**Comparison Tool:** a tool that can compare prices, product specifications, and warranties across multiple brands/website

**Increase brand education/parental resources:** additional resources to help educate parents that are unfamiliar with the sport could lead to more sales

**Increase customer's sense of value:** making an effort to repost, like, or comment on UGC

**In-store assistance:** Educating employees who may be unfamiliar with the products will make the purchasing process less stressful for