

# Customer Journey.



**Xavier**  
 36 years old | Engineer  
 Lyon, France

Married - 2 children age 6 and 9;  
 Passionate about mountain biking  
 and astronomy;  
 Sensitive to environmental issues.

Annual income: €70-90K

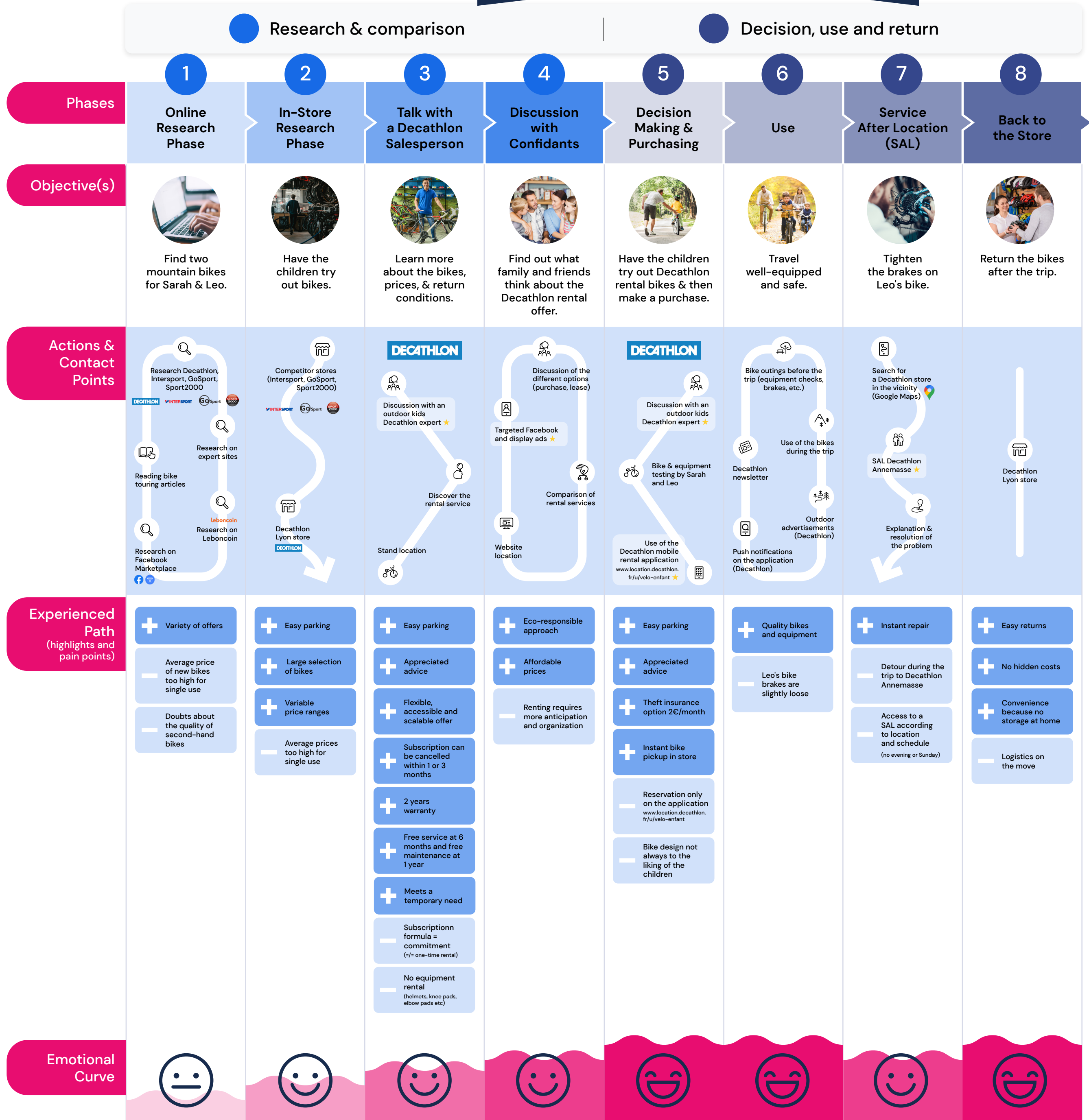


I want to go on bike trips with my kids to share my passion with them but I don't want to pay too much for bikes that will likely be obsolete next summer.



Key expectations

- Customer service: +++++
- Security: +++++
- Price: +++++
- Flexibility: +++++
- Features: +++++



Bikes return to a merchant circuit