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: +++++



Research & comparison

Decision, use and return



Phases

Online

Research

Phase

In-Store Research

Phase

Talk with

a Decathlon

Salesperson

Discussion with

Confidants

4

Decision Making & **Purchasing** 6

Service **After Location** (SAL)

Back to

the Store

Objective(s)



Find two mountain bikes for Sarah & Leo.



Have the children try out bikes.

Go Sport

Competitor stores

(Intersport, GoSport, Sport2000)



Learn more about the bikes, prices, & return conditions.



Find out what family and friends think about the Decathlon rental offer.



Have the children try out Decathlon rental bikes & then make a purchase.



Use

Travel well-equipped and safe.



Tighten the brakes on Leo's bike.

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Search for

a Decathlon store in the vicinity (Google Maps)



Return the bikes after the trip.

Actions & Contact **Points**



GoSport



Research on expert sites Reading bike



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Research on

Marketplace

Research on

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DECATHLON



Discussion with an outdoor kids



Discover the



Stand location

85



(purchase, lease)

Targeted Facebook

and display ads 🖈

Website



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DECATHLON

Discussion with an Decathlon expert

Bike & equipment 85 testing by Sarah and Leo

Use of the

Decathlon mobile

rental application

fr/u/velo-enfant

Push notifications on the application

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Bike outings before the trip (equipment checks, brakes, etc.)

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Use of the bikes during the trip

newsletter

Leo's bike

brakes are

Outdoor (Decathlon)

Z Explanation & the problem

SAL Decathlon

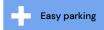
6 Decathlon Lyon store

Experienced Path (highlights and pain points)



of new bikes too high for single use

Doubts about the quality of second-hand bikes



of bikes



Average prices too high for

single use



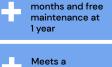
advice



Flexible, accessible and scalable offer







formula = commitment (=/= one-time rental) No equipment rental

(helmets, knee pads, elbow pads etc)

temporary need





Renting requires more anticipation

and organization





Theft insurance option 2€/month



Reservation only on the application www.location.decathlon. fr/u/velo-enfant

Bike design not always to the liking of the



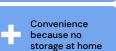
trip to Decathlon Annemasse slightly loose

SAL according to location and schedule

(no evening or Sunday)







Logistics on the move

Emotional Curve

















