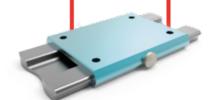


Alessia is 24 from Milano and she is use to skate since 12. She is practicing dancing and loves to go skate with her friends around Milano. She is curious about new skateboards or new skate accessories to improve her performance

Target: Alessia Product sold: Only SHIFT Sales: Direct sales -- DAFFY Website



STAGES	DISCOVERY				TAKE PART					•
	START DAFFY DICOVERY		SHIFT DICOVERY		PURCHASE	RECEIVE	TRY	SHARE	SHAREP	
ACTIONS	Find out a video of SHIFT posted by one of the skate shops she follow	Find out our page and watch our contents	Read in bio about the DAFFY APP and see that is free so she download it	Find out our website in the Bio and go there to read more about SHIFT	Look for the price for SHIFT	Decide to buy SHIFT so that she place the order	She receive SHIFT, unpack it and mount it on the deck	Go skate and try different wheelbase configurations and she really perceive a difference	She take a video of her riding the new skate with SHIFT and share it on social media	She use DAFFY A find a SH POINTS
TOUCHPOINTS	Instagram - Reels	Instagram profile	Instagram Bio DAFFY APP	DAFFY Website	DAFFY Website	Retargeting strategy Website	Currier Packaging	Skate + SHIFT	Skate + SHIFT	DAFFY AF Sharepo filter
TOUGHTS	WHHHHAAAT Fu*?!^ is that ?!!?	Wow is really like this simple idea	Hey wait they got plans	Ok now I trust it more	It is not so expensive but I'm so curious to try it out so maybe	Okay too much desire to resist	WOW it's cool	l raaly can believe the difference is so much, I definetly love it	Hey everybody look at this!!	Let's disc what is c sharepo is what I immagi going to super co



POST EXPERIENCE

HAREPOINTS DISCOVERY LIVE GPS EVENTS DISCOVERY **PROVIDE SKATE LESSONS** ne use the Goes there She try the live Stay up to date She participate For this reason She also AFFY APP to and meet GPS tracking on the DAFFY to an event she decide to decide to add nd a SHAREother like APP to find out and arrives start providing SPOT of the and meet up DINTS minded with 2 new skate lessons skate lesson upcoming second at the competition for free on the skaters. guys events on the app She also try to and takes very platform exchange cool pictures some parts to upload with them. AFFY APP SHAREPOINT DAFFY APP DAFFY APP DAFFY APP DAFFY APP DAFFY APP arepoints Live GPS Event filter Event filter Lesson filter Spot filter City Let's try to see FINALLY ! All t's discover Other skaters lt was a YEAH May I can try to nat is a great skate skate evenits if someone is in a square give some arepoint, if it with the session and in one sinle lessons to interested in this spot smoothest childrens what I now I have 2 place asphalt of the more friends nmagine is mmmmh city, GREAT bing to be super cool