



**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 accesories to improve her performance

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

- LESSON
- LIVE GPS
- SHAREPOINTS
- EVENTS
- MOM



STAGES	DISCOVERY					TAKE PART				POST EXPERIENCE						
	START	DAFFY DICOVERY		SHIFT DICOVERY	PURCHASE	RECEIVE	TRY	SHARE	SHAREPOINTS DISCOVERY	LIVE GPS	EVENTS DISCOVERY		PROVIDE SKATE LESSONS			
<b>ACTIONS</b>	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 <b>SHIFT</b> 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 the DAFFY APP to find a SHAREPOINTS	Goes there and meet other like minded skaters. She also try to exchange some parts with them.	She try the live GPS tracking and meet up with 2 new guys	Stay up to date on the DAFFY APP to find out upcoming events	She participate to an event and arrives second at the competition	For this reason she decide to start providing skate lessons for free on the platform	She also decide to add SPOT of the skate lesson on the app and takes very cool pictures to upload
<b>TOUCHPOINTS</b>	Instagram - Reels	Instagram profile	Instagram Bio DAFFY APP	DAFFY Website	DAFFY Website	Retargeting strategy Website	Currier Packaging	Skate + SHIFT	Skate + SHIFT	DAFFY APP Sharepoints filter	SHAREPOINT	DAFFY APP Live GPS City	DAFFY APP Event filter	DAFFY APP Event filter	DAFFY APP Lesson filter	DAFFY APP Spot filter
<b>TOUGHTS</b>	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	I raaly can believe the difference is so much, I definetly love it	Hey everybody look at this!!	Let's discover what is a sharepoint, if it is what I imagine is going to be super cool	Other skaters in a square with the smoothest asphalt of the city, GREAT	It was a great skate session and now I have 2 more friends	FINALLY ! All skate evenits in one sinle place	YEAH	May I can try to give some lessons to childrens mmmmh	Let's try to see if someone is interested in this spot

