



Andrea is a 9 years old guy from MILANO who is asking to his father Matteo a new skateboard and start learning the discipline.

Target: Matteo
 Product sold: A Complete skateboard
 Sales: Indirect sales -- Amazon

- LESSON
- CAMPS
- MOM



STAGES	DISCOVERY		TAKE PART				POST EXPERIENCE							
	DEMAND	SEARCH ONLINE		PURCHASE	RECEIVE	TRY	APP DOWNLOAD		LESSON FINDING IN MILANO			CAMP FINDING		
ACTIONS	The child ask to the father to start practicing skateboarding	The father look online at some skateboards for Andrea, considering the price and functionalities.	Finds in the first search results an Amazon's advertisement of a cool skateboard with SHIFT	Matteo go to see more details of the product online on our website	Matteo and Andrea are convinced by SHIFT and they decide to buy the skateboard online	They receive the skate with SHIFT and immediatly try out in the path next to home	They try out different wheelbase configuration and understand that Andrea is more stable with a longer one	Matteo receive an email to inform that can have access to lessons through the DAFFY APP	The father download the DAFFY APP	Andrea and Matteo look for activities to take part and find out Alessia from MILANO providing skate lessons for children	Matteo check out the rider profile on DAFFY app, INSTAGRAM and FACEBOOK to be sure is a reliable guy	Matteo talks to Alessia to book a lesson for Andrea and find an agreement	Matteo and Andrea goes to the SPOT shared by Alessia and take a 1h lesson	Befor summers Matteo discover a skate camp in the app that csn be super cool for Andrea and enroll him.
TOUCHPOINTS		Google SEO	Amazon advertisement	DAFFY Website	Amazon	Packaging	Skate + SHIFT	E-mail	DAFFY APP	DAFFY APP Lessons filter	DAFFY APP Riders filters Other social	DAFFY APP DM messages	SPOT	DAFFY APP Camps Filter
TOUGHTS		There is a wide selection of many skates, I don't know which to buy	Ohhh let's see what is SHIFT because I never heard about it	Looks simple and useful. More over is cheap ..	Le't try this one, looks cool	Le't go	It's incredible to have a penny and longboard within the same skate	Exactly what I was looking for Andrea	Free, no registration, OKAY	39 DAFFY skaters in BERGAMO, wow				39 DAFFY skaters in BERGAMO, wow

