

CUSTOMER JOURNEYS & PERSONAS

V1

To better understand our different customers with specific goals and characteristics.

WHERE ARE THESE INSIGHTS FROM?

From interviews, with customers and people who talk to customers, at the stores and HQ

SUITSUPPLY HQ: Ziggy van Scheppingen, Rik van Thuijl

STORE STAFF: The Hague MTM, Amsterdam MTM, Amsterdam store

CUSTOMERS: Amsterdam Store, Haarlem Store

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THE CUSTOMER JOURNEYS

WEBSTORE ORDERS BY:

- An Occasional
- An Essential
- An Enthusiast
- An Odd Sized
- A Groom

DELIVERY IN DETAIL:

A. Webstore Order

- Deliver to Home
- Deliver to Pick-Up point
- Pick-Up at Store
- Pick-Up Today at Store
- Try-at-Home

C. InStore Order (ISWS)

- Pay in Advance, Deliver to Store (Buy at Store)
- Pay in Advance, Deliver to Home (Buy at Store)
- Deliver to Store (Try At Store)

B. Store Purchase

- Store Purchase
- Store Purchase + Alteration
- Store Purchase + Postponed Alt.
- Store Purchase + Deliver to Home

D. Custom Made Orders

- CM Webstore Order, Deliver to Home
- CM Webstore Order, Deliver to Store
- CM InStore Order, Deliver to Home
- CM InStore Order, Deliver to Store

RETURN & EXCHANGE IN DETAIL:

- UPS Pick-Up
- Drop-Off at Store
- Drop-Off at UPS

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THE PERSONAS

MAIN PERSONAS:

- The Occasional
- The Essential
- The Enthusiast

PERSONA STATES:

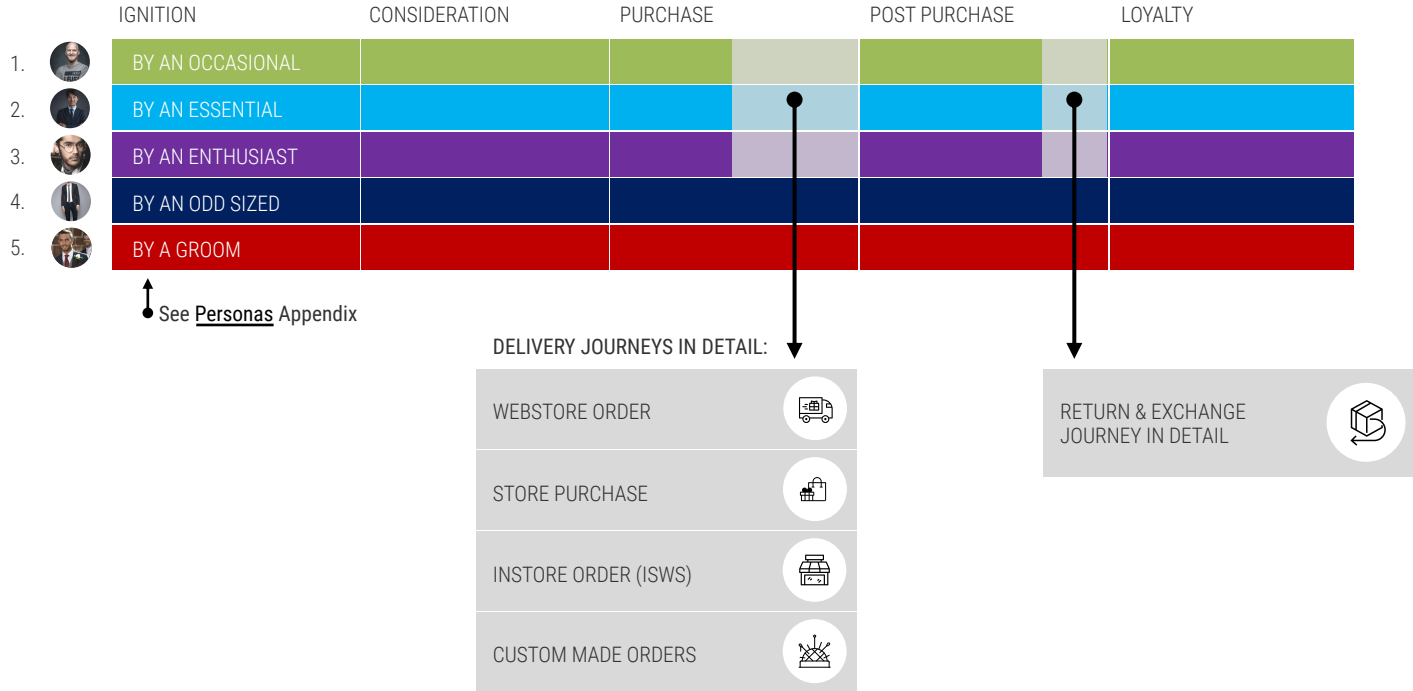
- The Odd Sized
- The 'Groom' State

PROSPECT PERSONA:

- The Casual Prospect

THE CUSTOMER JOURNEYS

5 CUSTOMER JOURNEYS



WEBSHOP ORDER

BY AN OCCASIONAL

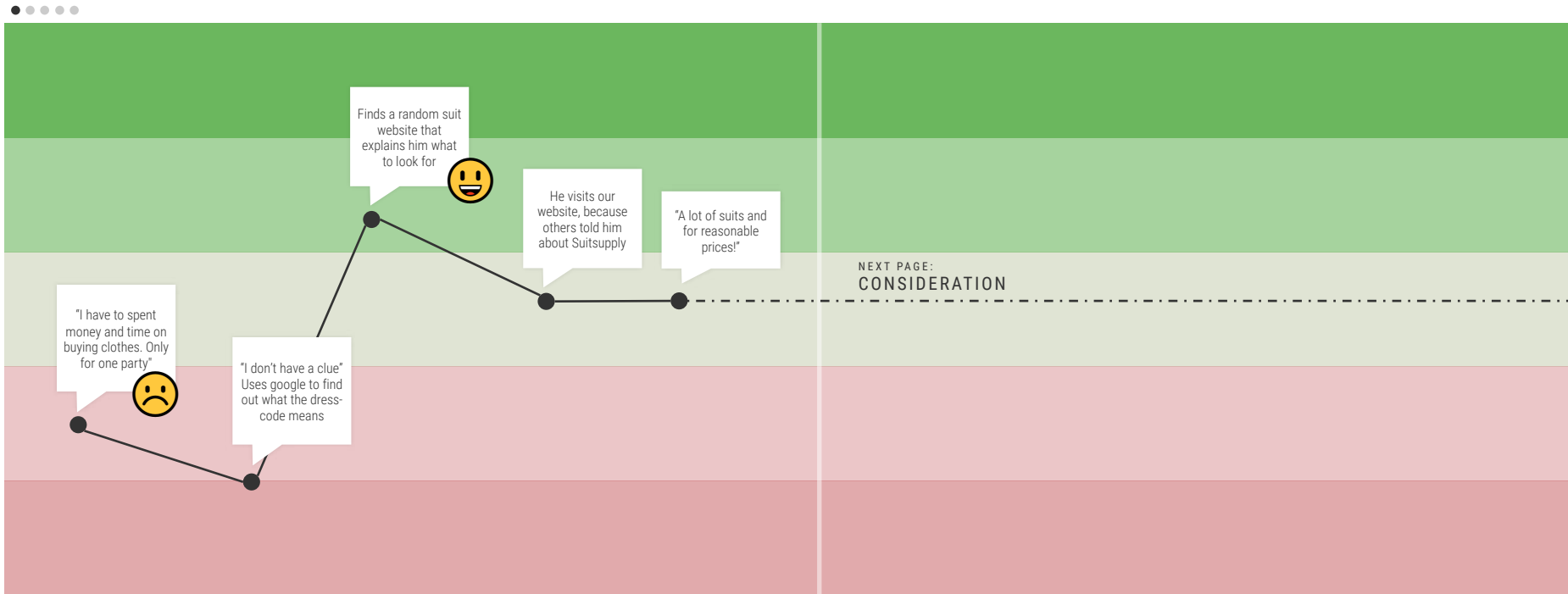




ERIC THE OCCASIONAL

He's invited to a party with a dress-code, 'Cocktail'.
He needs an outfit in 5 days and wants to order online

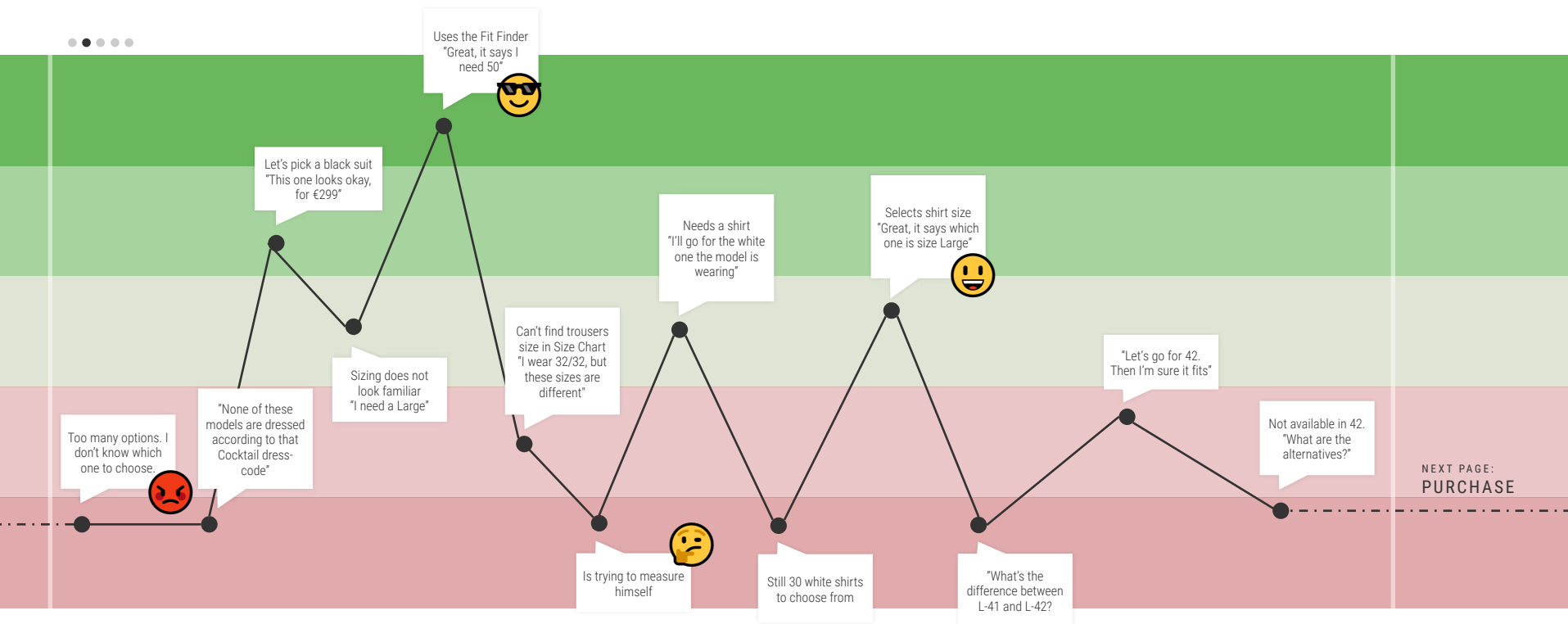
CUSTOMER-EXPERIENCE: events, thoughts & emotions





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ERIC THE OCCASIONAL

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See the extended
'Webstore Order Delivery
Journeys'

Do I have
everything I need?

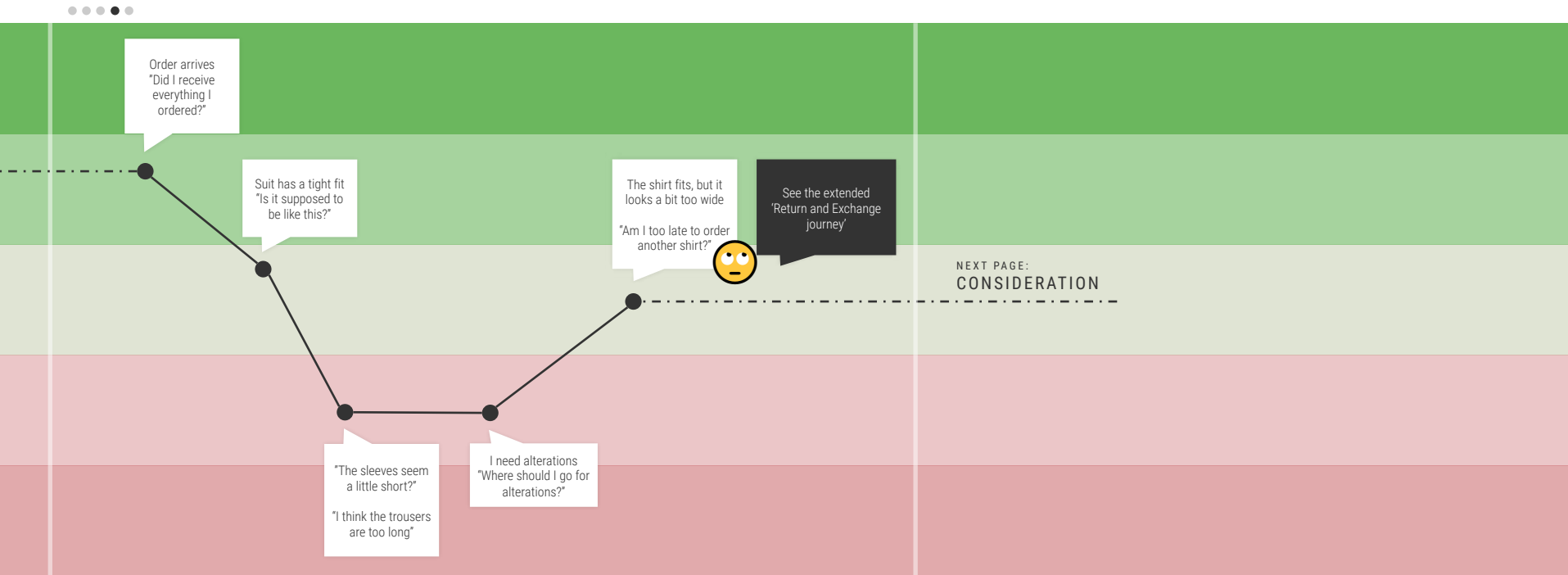


NEXT PAGE:
POST PURCHASE



ERIC THE OCCASIONAL

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ERIC THE OCCASIONAL

He's invited to a party with a dress-code, 'Cocktail'.
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"Can I wear my suit
more casually?"



3 years later
"I'd like another shirt
for this event"

WEBSHOP ORDER

BY AN ESSENTIAL

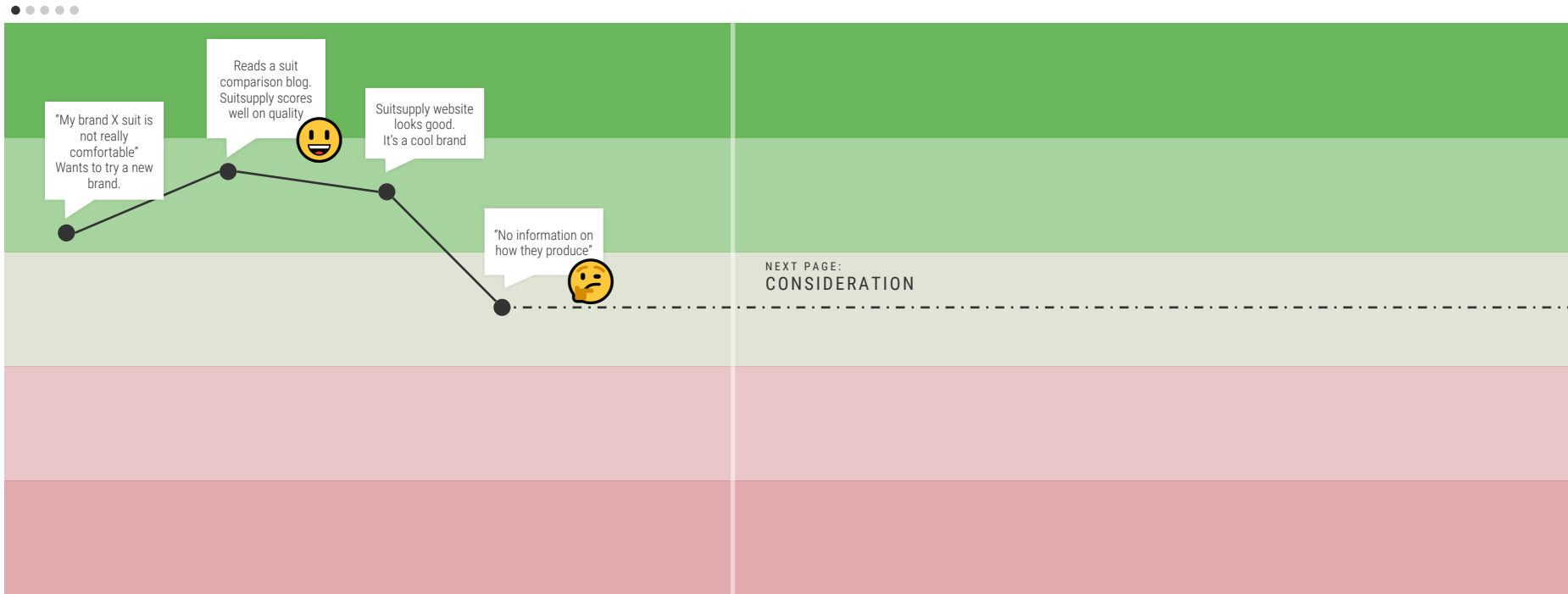




ALBERT THE ESSENTIAL

He needs a suit. And some shirts for an updated style.
Hasn't ordered before at Suitsupply. He wants to order online.

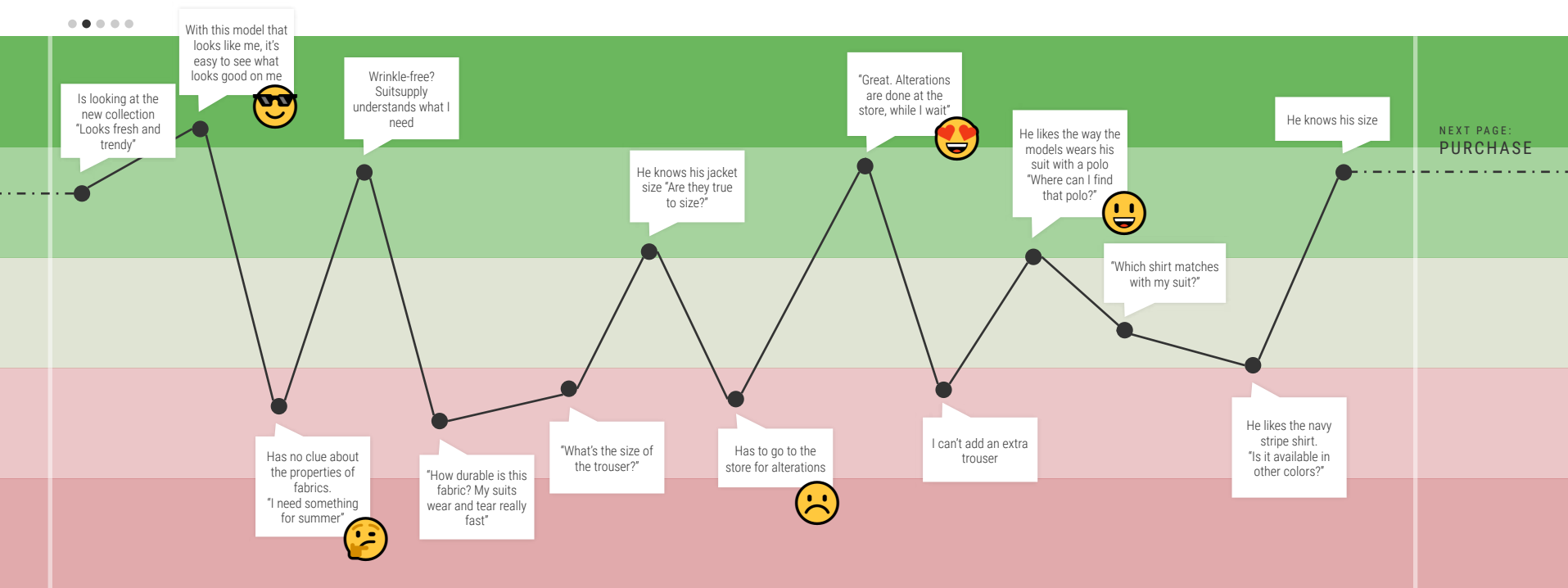
CUSTOMER-EXPERIENCE: events, thoughts & emotions





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See the extended
"Webstore Order Delivery
Journeys"

NEXT PAGE:
POST PURCHASE



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Order arrives
"Did I receive
everything I
ordered?"

The trouser needs
some alterations
"Can't find
information on how
that works"

It's done at the
stores
"Do I have to make
an appointment?"



Are there other
alteration options
nearby?

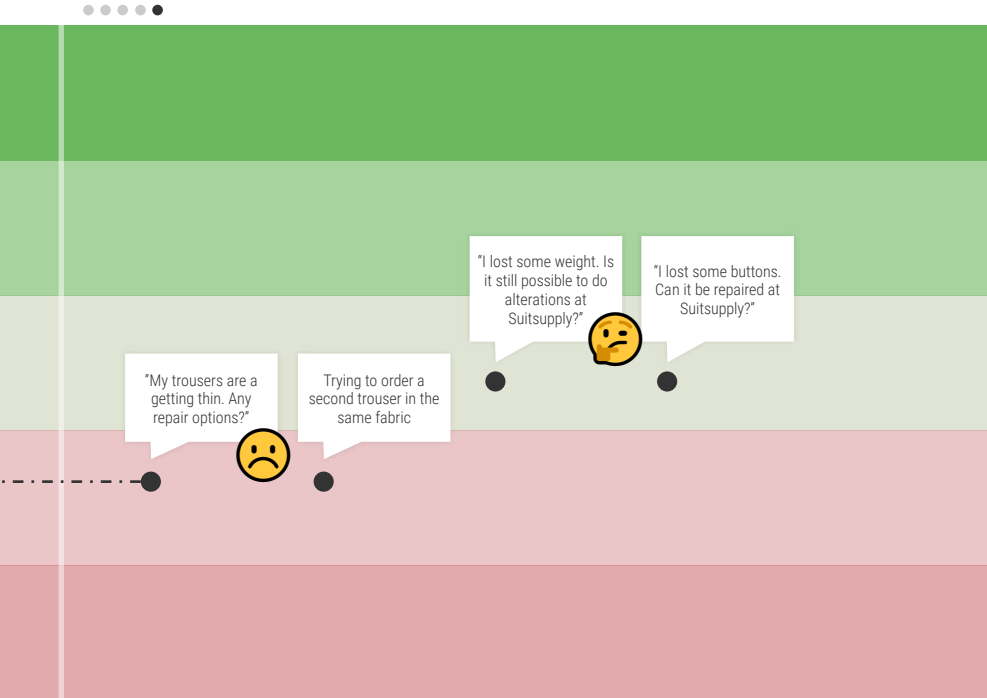
See the extended
'Return and Exchange
journey'

NEXT PAGE:
CONSIDERATION



ALBERT THE ESSENTIAL

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Hasn't ordered before at Suitsupply. He wants to order online.



WEBSHOP ORDER

BY AN ENTHUSIAST





JULIUS THE ENTHUSIAST

Is always on the lookout to upgrade his wardrobe.
'Suitsupply New Arrivals' email triggered him. He wants to order online.

"Nice! New Arrivals
email from
Suitsupply"



He checks all items
and really likes one
specific fabric

NEXT PAGE:
CONSIDERATION

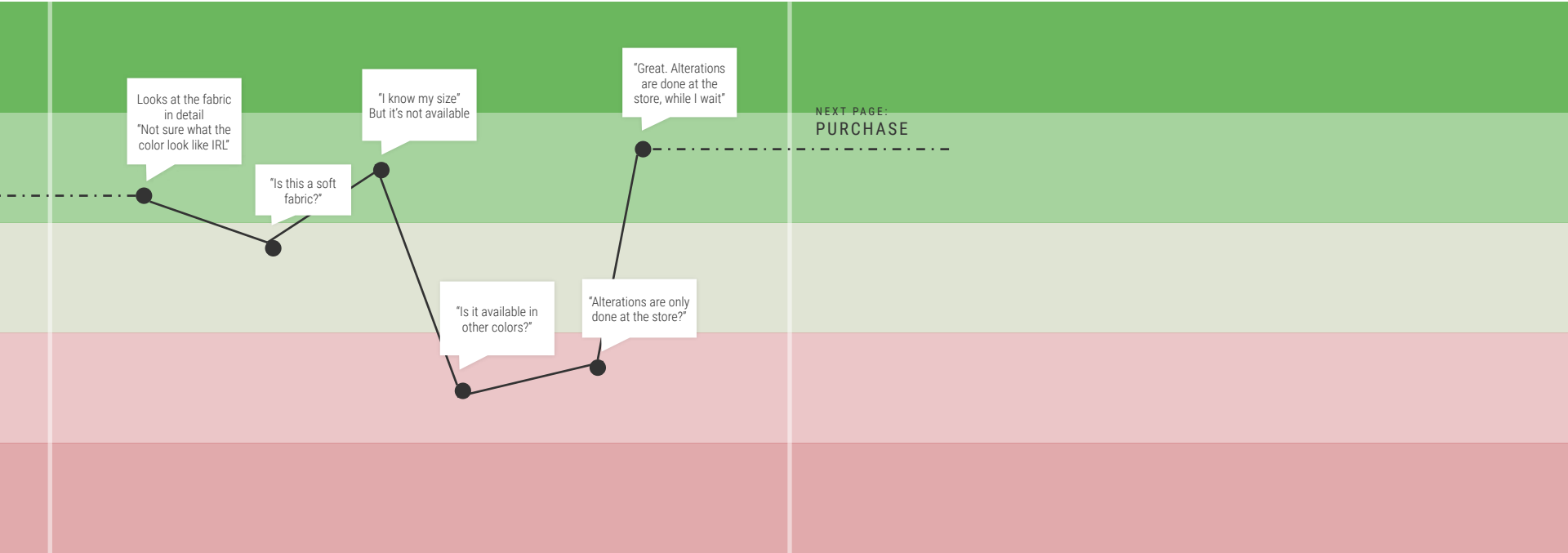
CUSTOMER-EXPERIENCE: events, thoughts & emotions



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JULIUS THE ENTHUSIAST

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'Suitsupply New Arrivals' email triggered him. He wants to order online.



"Do I have
everything I need?"

"Is there anything
else I like?"

See the extended
'Webstore Order Delivery
Journeys'

NEXT PAGE:
POST PURCHASE



JULIUS THE ENTHUSIAST

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Order arrives
"Did I receive
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The trouser needs
some alterations
"Can't find
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It's done at the
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"Do I have to make
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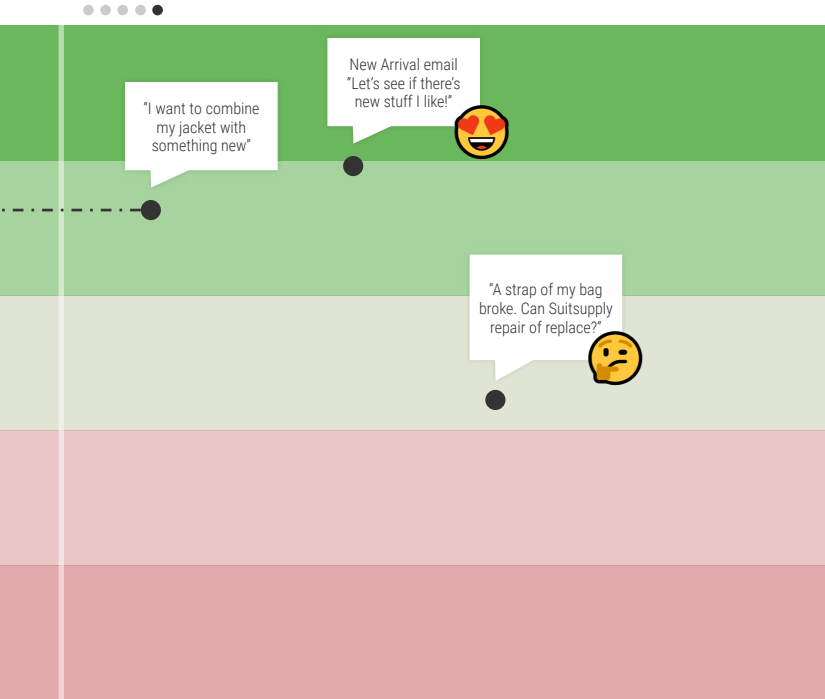
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NEXT PAGE:
CONSIDERATION



JULIUS THE ENTHUSIAST

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WEBSTORE ORDER

BY AN 'ODD SIZED'

He's an Essential or Enthusiast with additional goals
because of an odd sized body



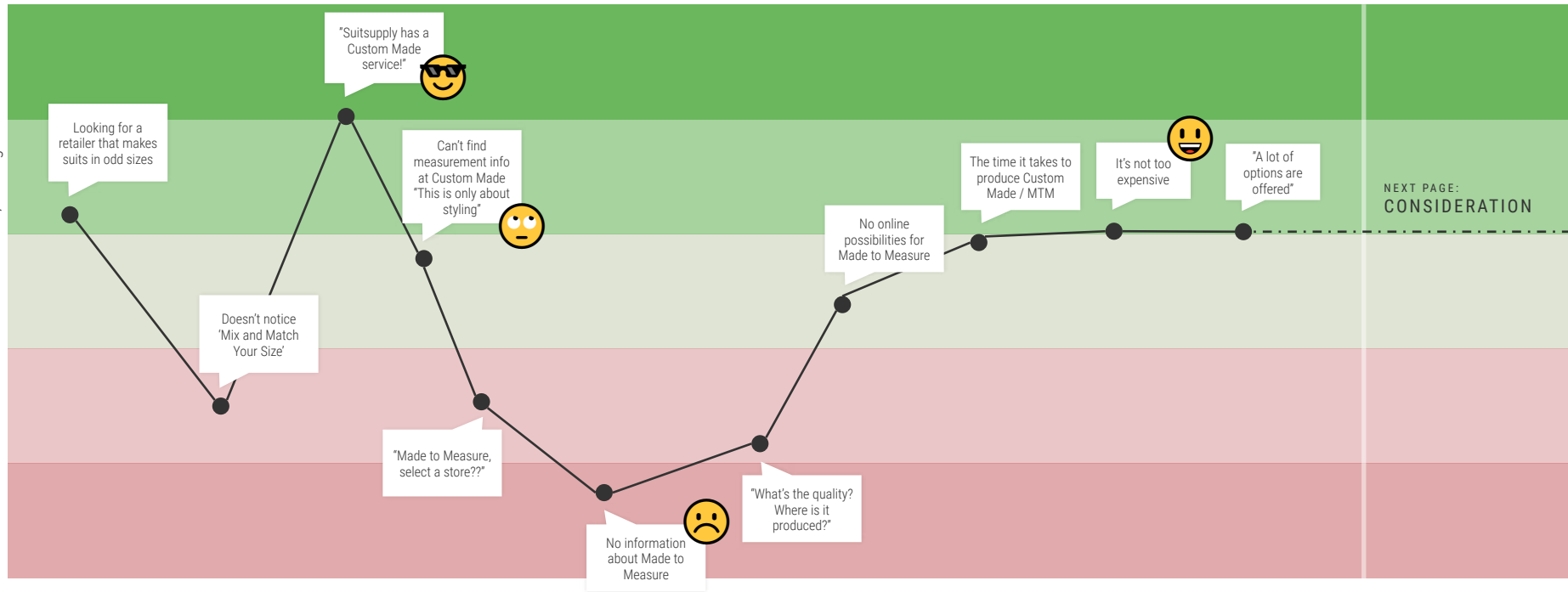


CHRISTOPHER

THE 'ODD SIZED'

Wants to buy a suit. He's very slim and knows he has longer arms than average
Hasn't ordered before at Suitsupply. Wants to order online

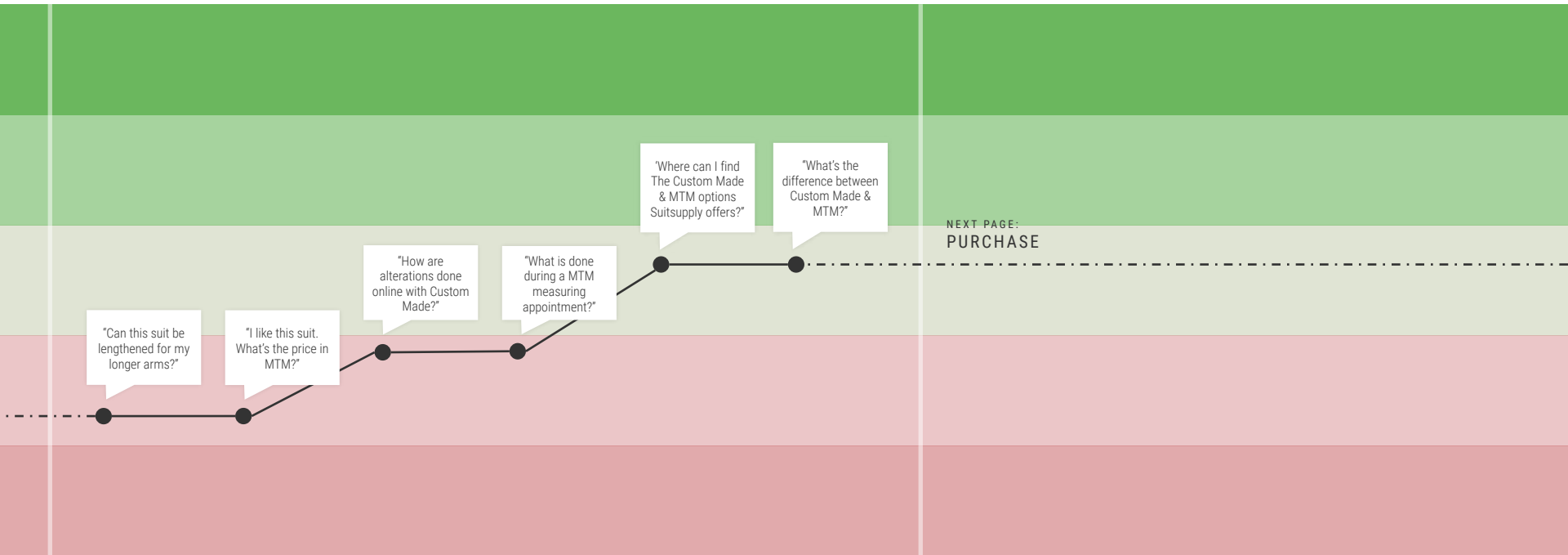
CUSTOMER-EXPERIENCE: events, thoughts & emotions





CHRISTOPHER THE 'ODD SIZED'

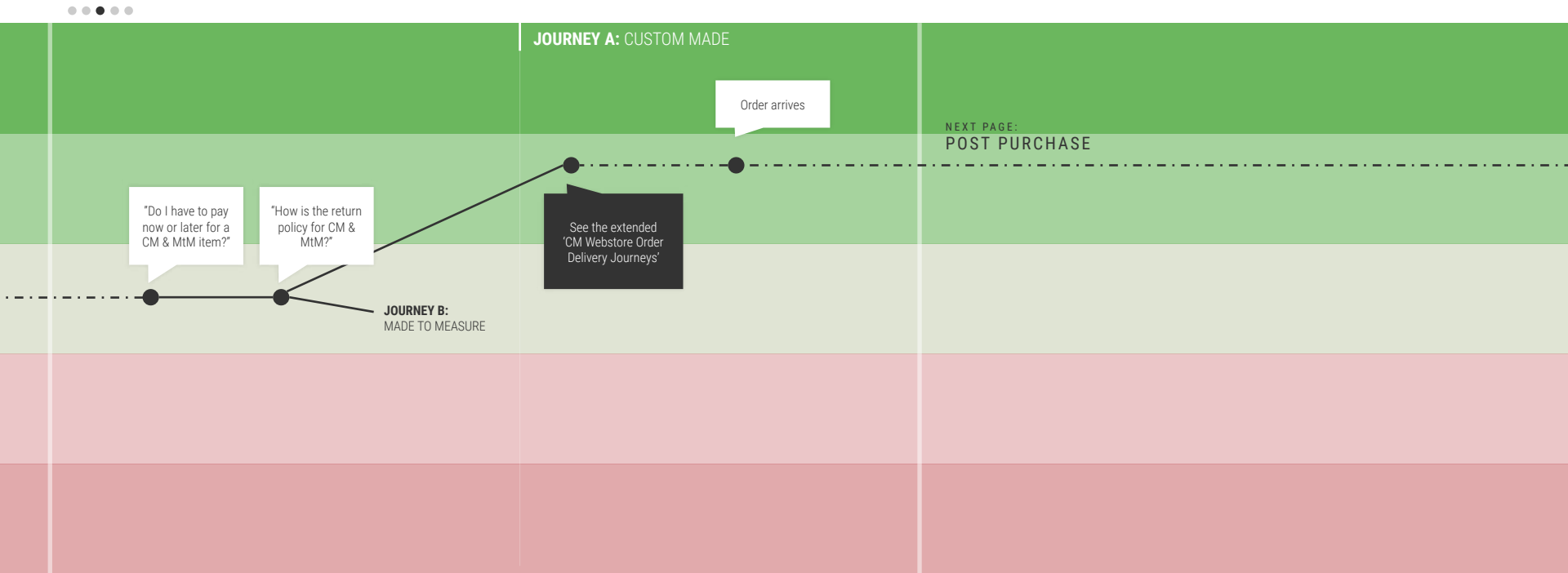
Wants to buy a suit. He's very slim and knows he has longer arms than average
Hasn't ordered before at Suitsupply. Wants to order online





CHRISTOPHER THE 'ODD SIZED'

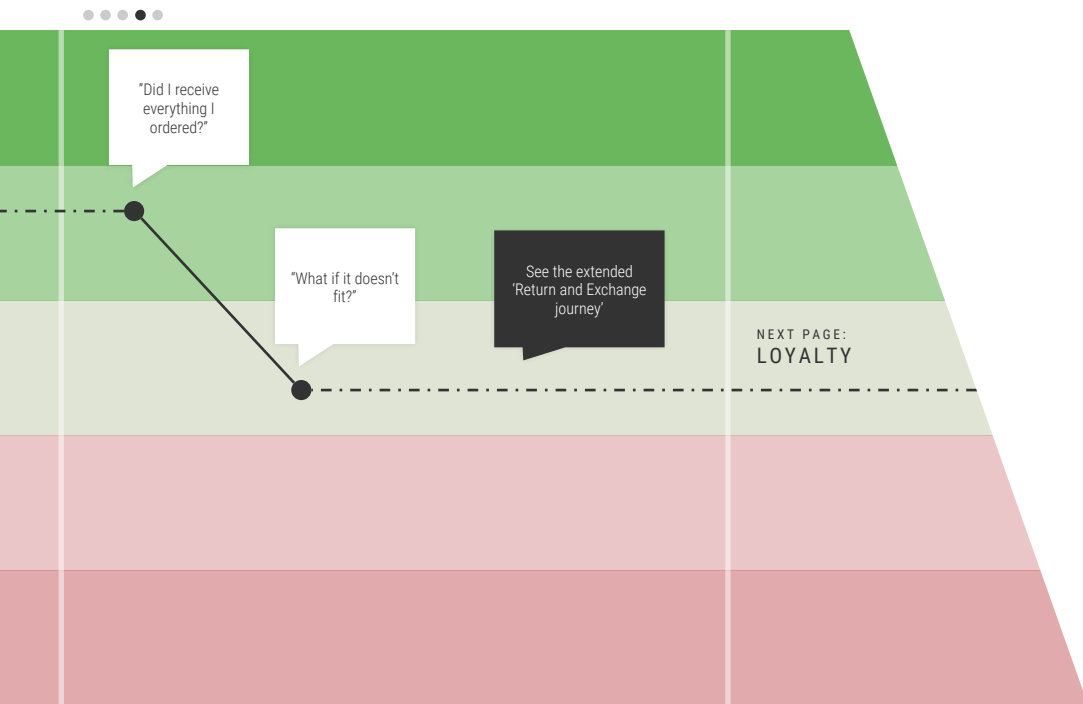
Wants to buy a suit. He's very slim and knows he has longer arms than average
Hasn't ordered before at Suitsupply. Wants to order online





CHRISTOPHER THE 'ODD SIZED'

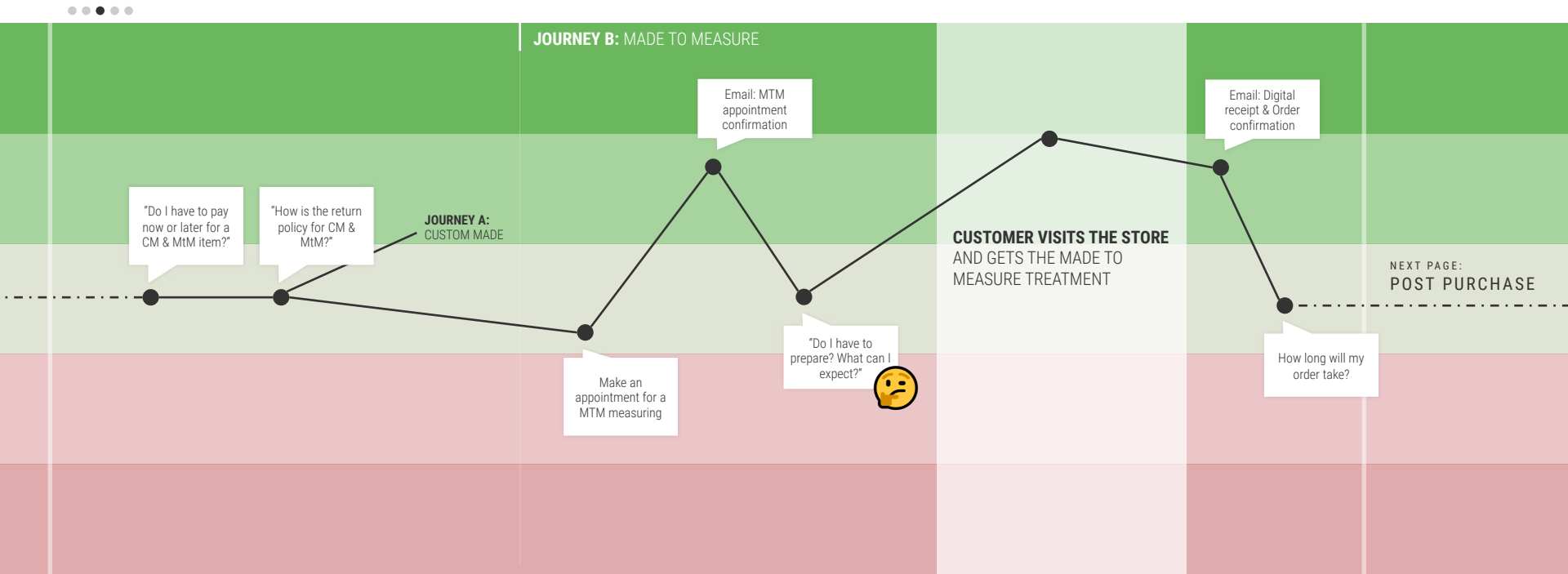
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CHRISTOPHER THE 'ODD SIZED'

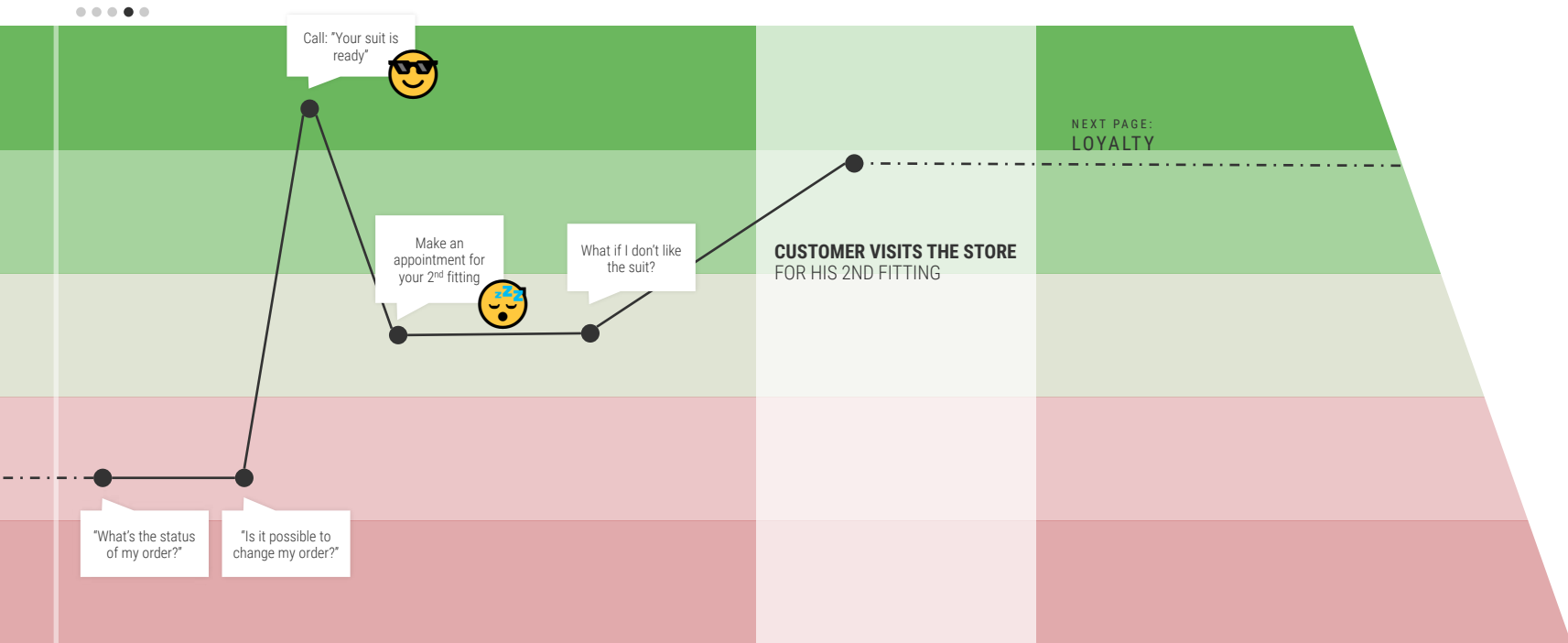
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CHRISTOPHER THE 'ODD SIZED'

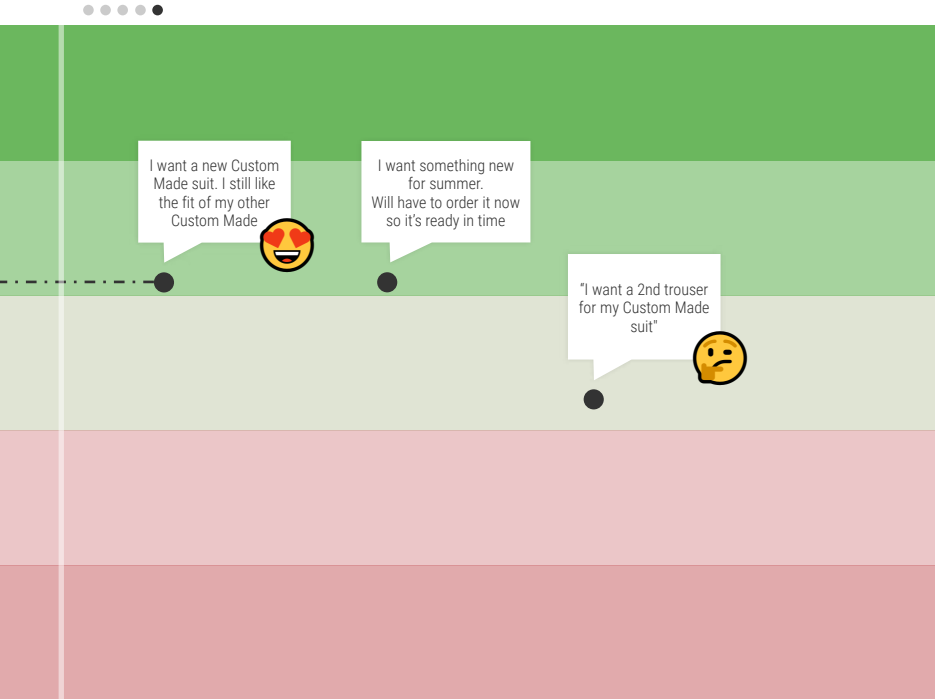
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WEBSTORE / STORE ORDER

BY A GROOM

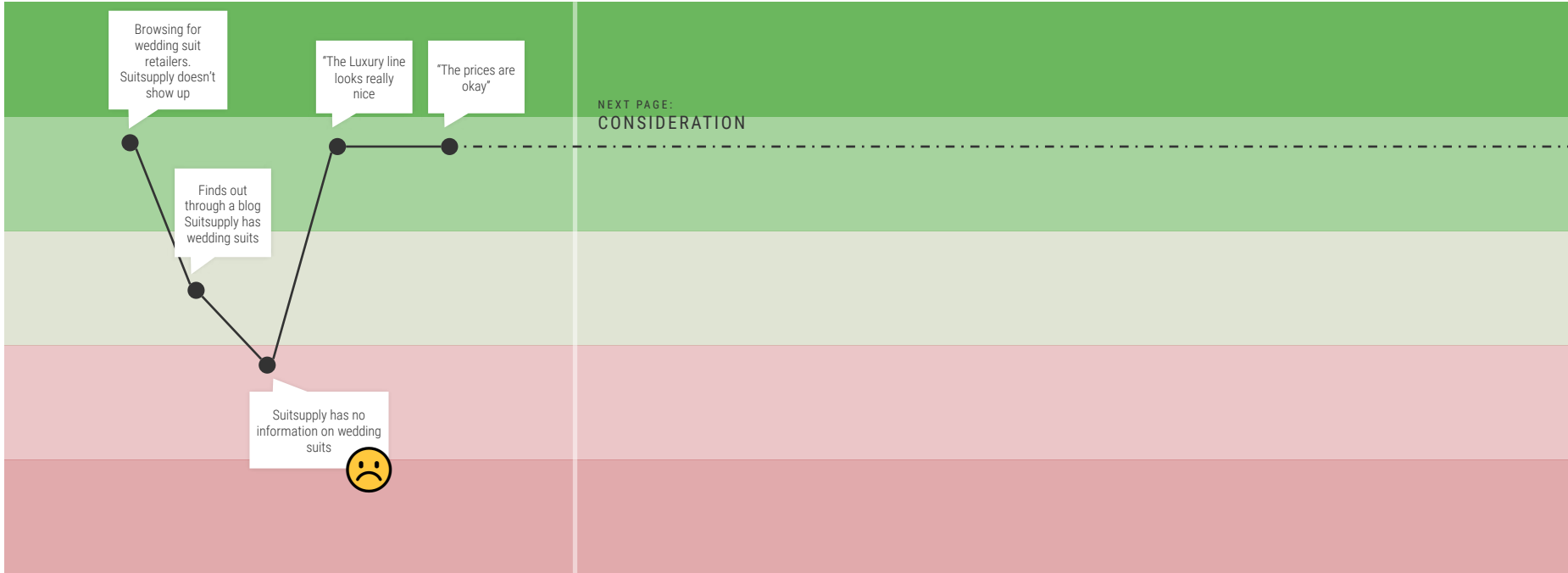




GREGORY THE GROOM

Is getting married in 4 months. Wants something special.
Wants to visit a store, since it's so important.

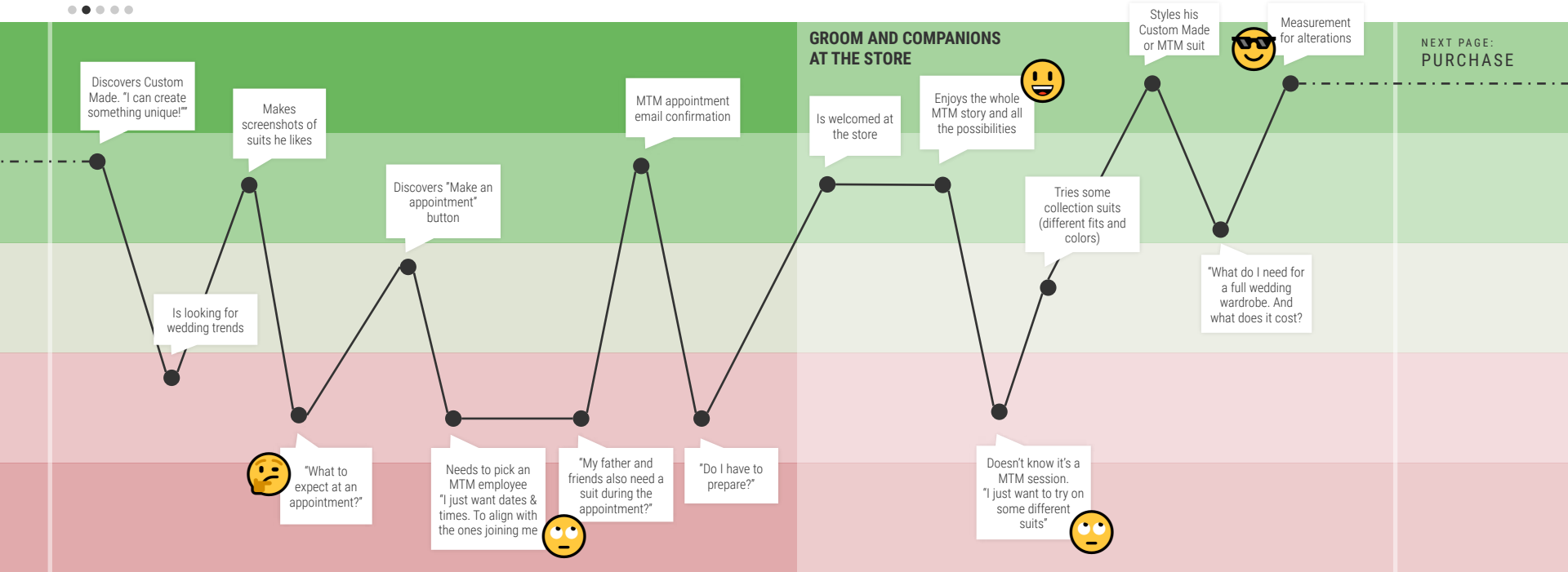
CUSTOMER-EXPERIENCE: events, thoughts & emotions





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GROOM AND COMPANIONS AT THE STORE

"Do I have to pay
now or when I pick
it up?"
Pays 50%

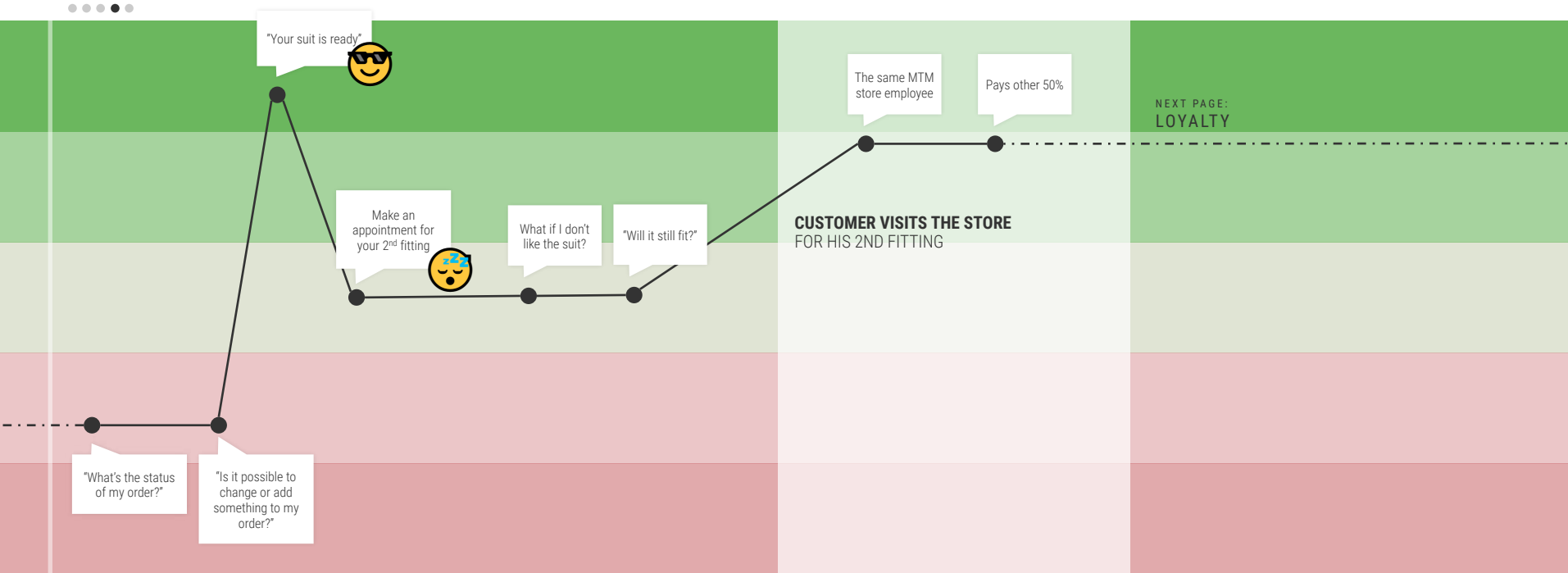
"How long is it
going to take to
make the wedding
suit?"

NEXT PAGE:
POST PURCHASE



GREGORY THE GROOM

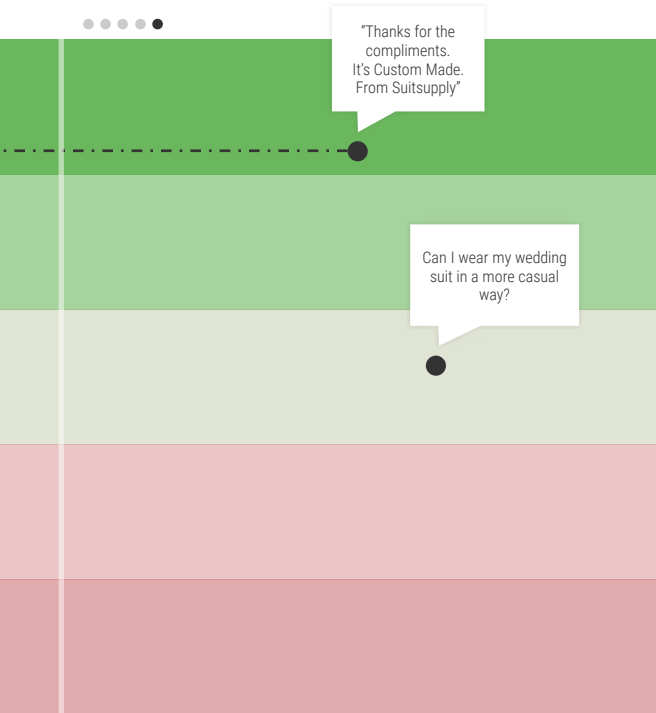
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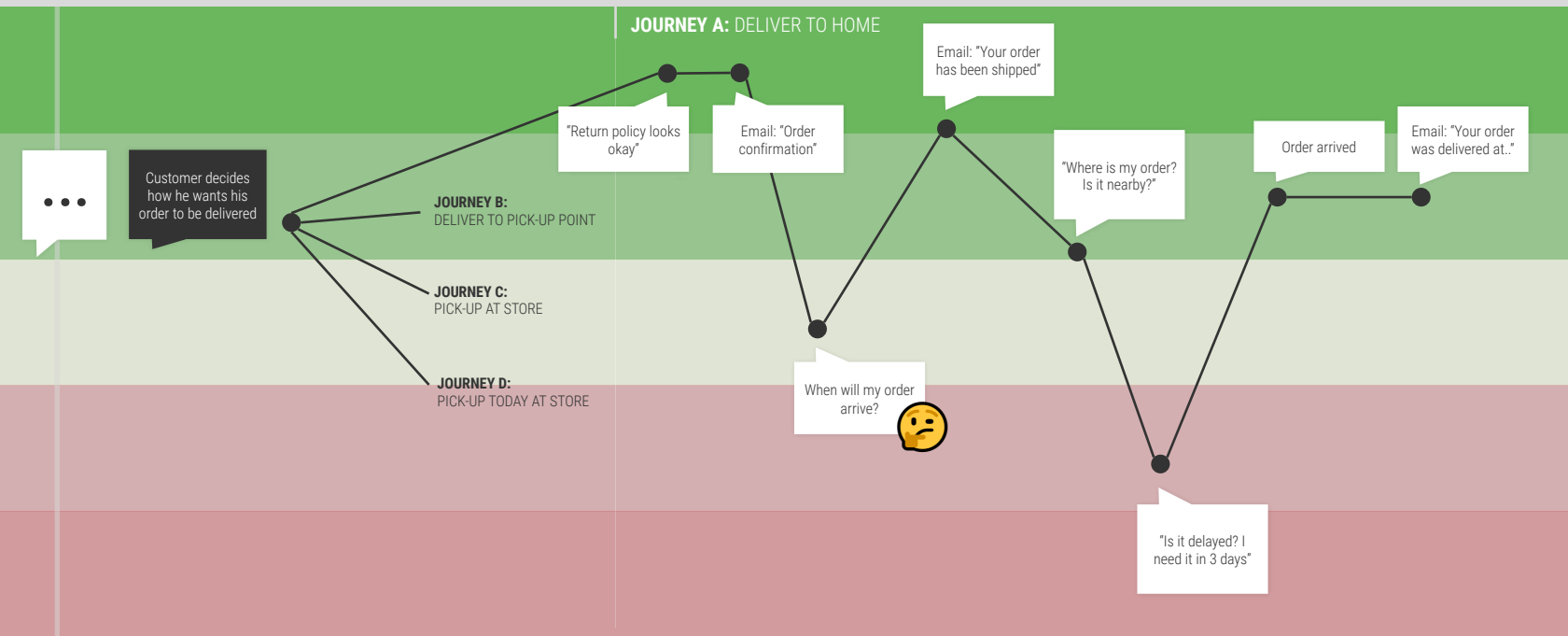


DELIVERY JOURNEYS: WEBSTORE ORDER



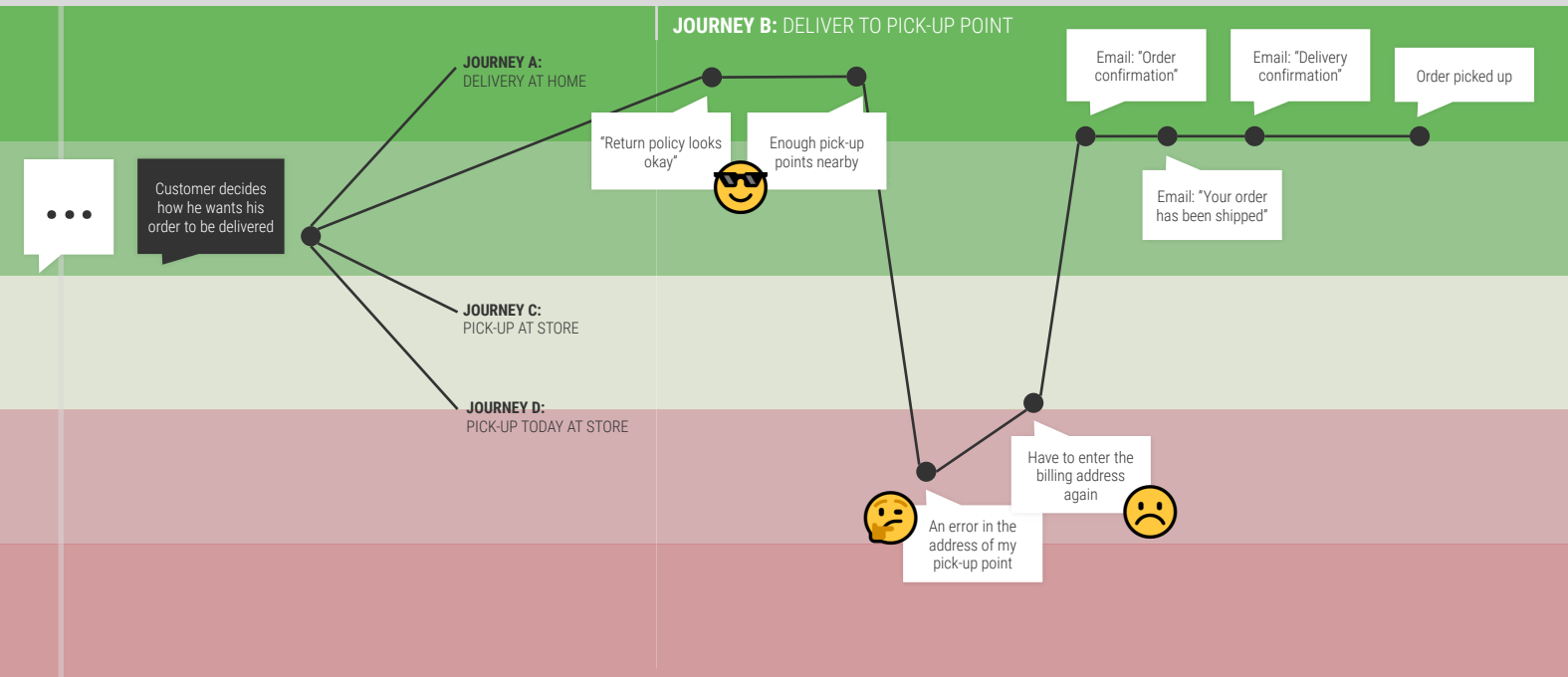


WEBSTORE ORDER: DELIVER TO HOME



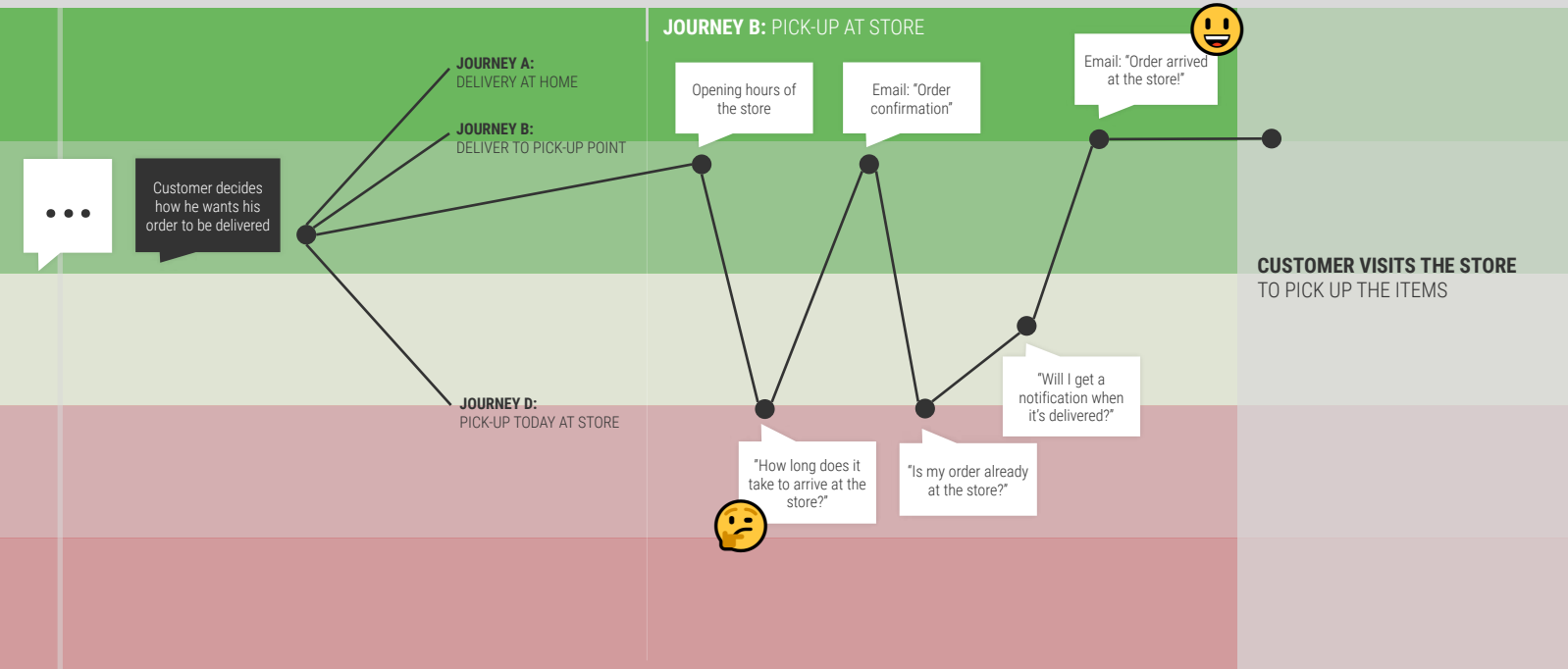


WEBSTORE ORDER: DELIVER TO PICK-UP POINT



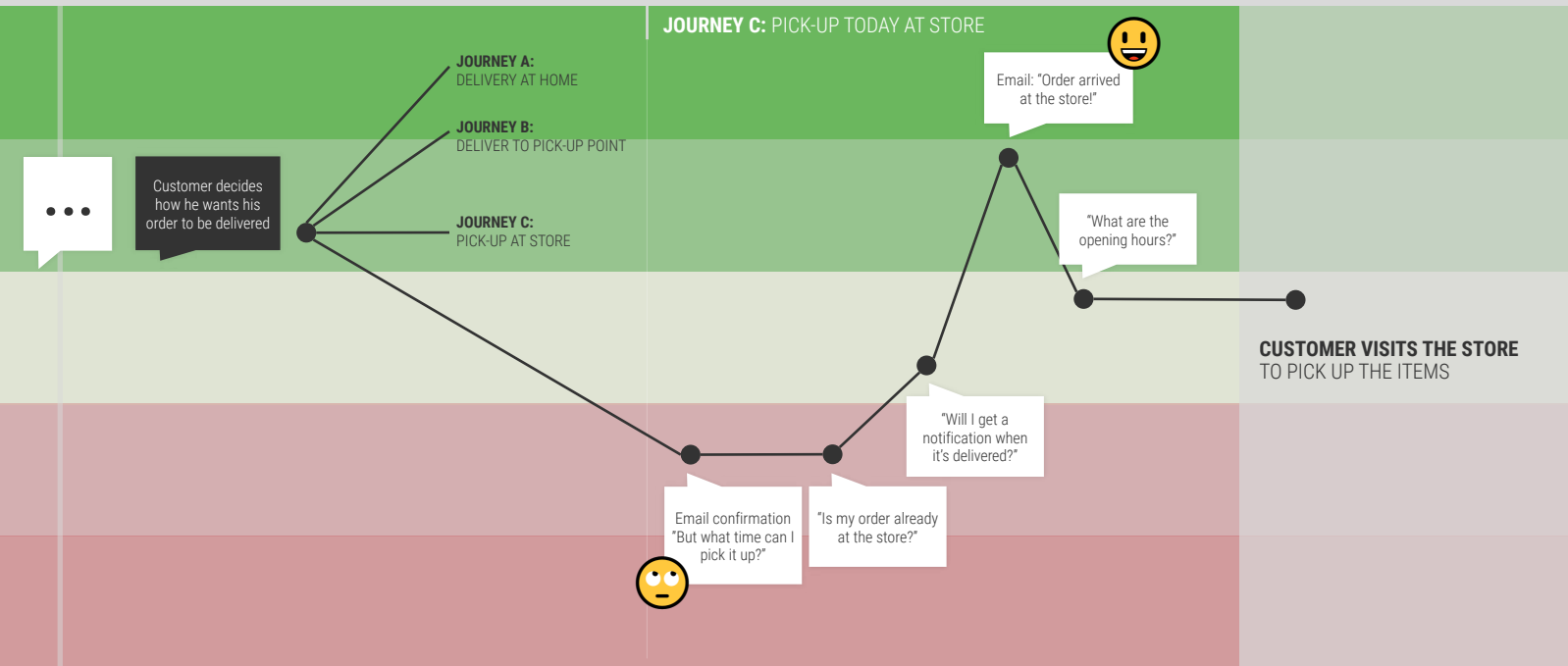


WEBSTORE ORDER: PICK-UP AT STORE





WEBSTORE ORDER: PICK-UP TODAY AT STORE



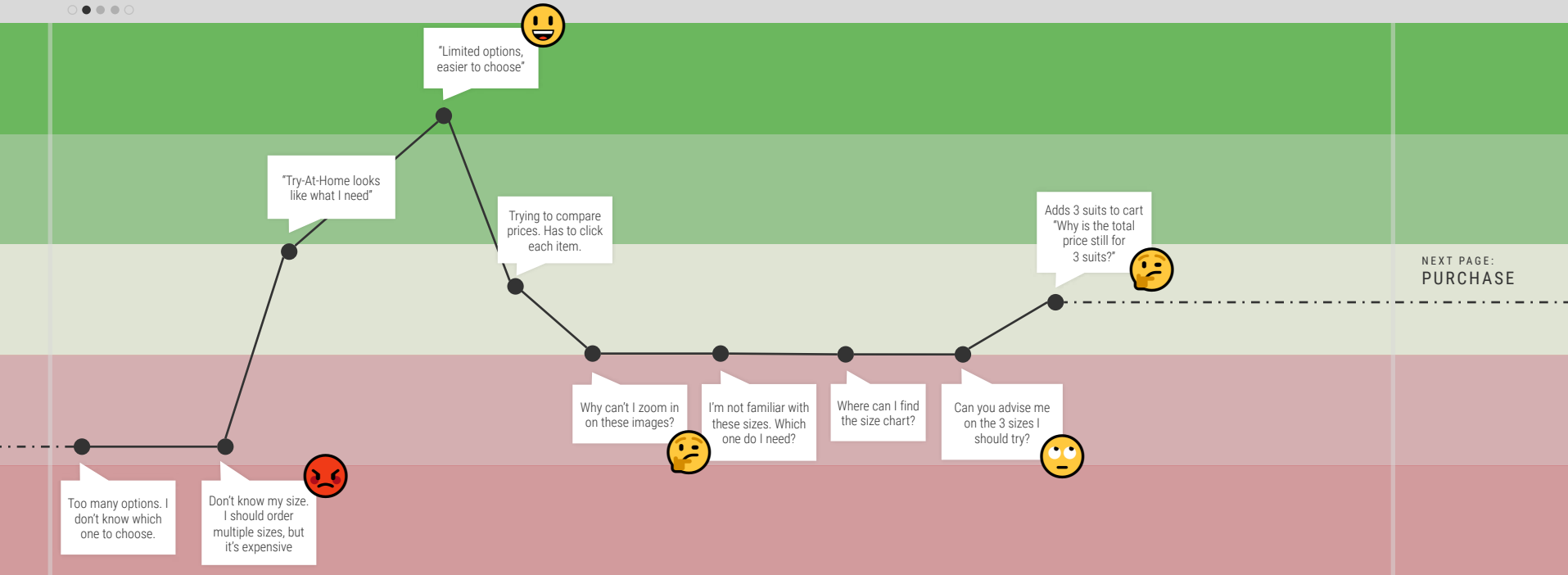
WEBSTORE ORDER:
TRY-AT-HOME





WEBSTORE ORDER: TRY-AT-HOME

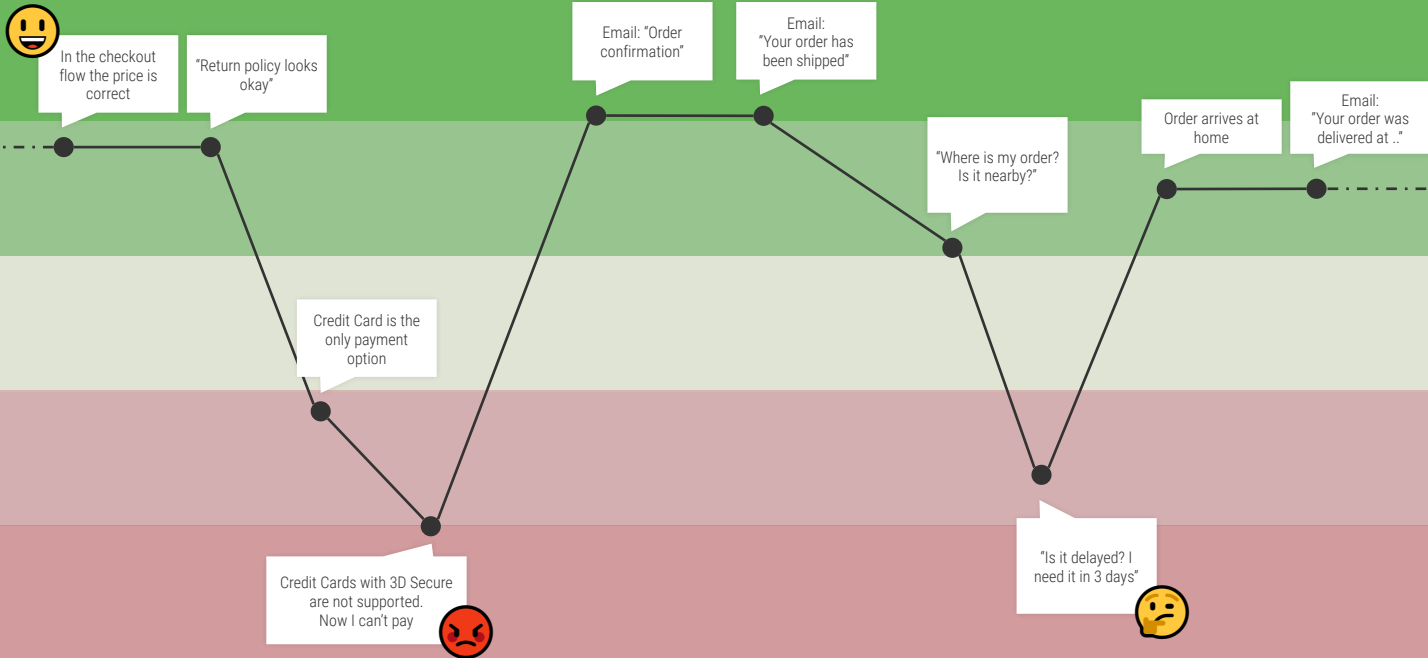
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WEBSTORE ORDER: TRY-AT-HOME

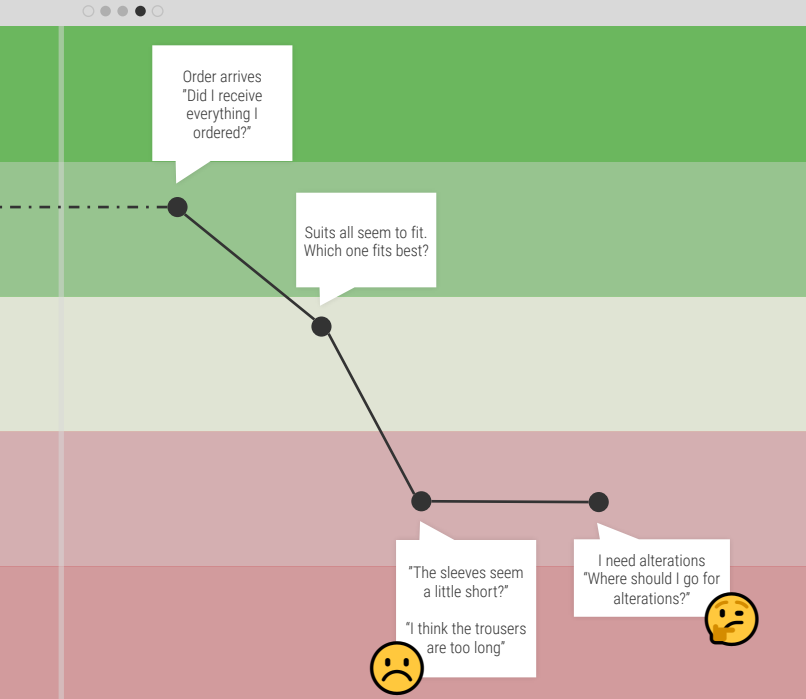
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NEXT PAGE:
POST PURCHASE



WEBSTORE ORDER: TRY-AT-HOME

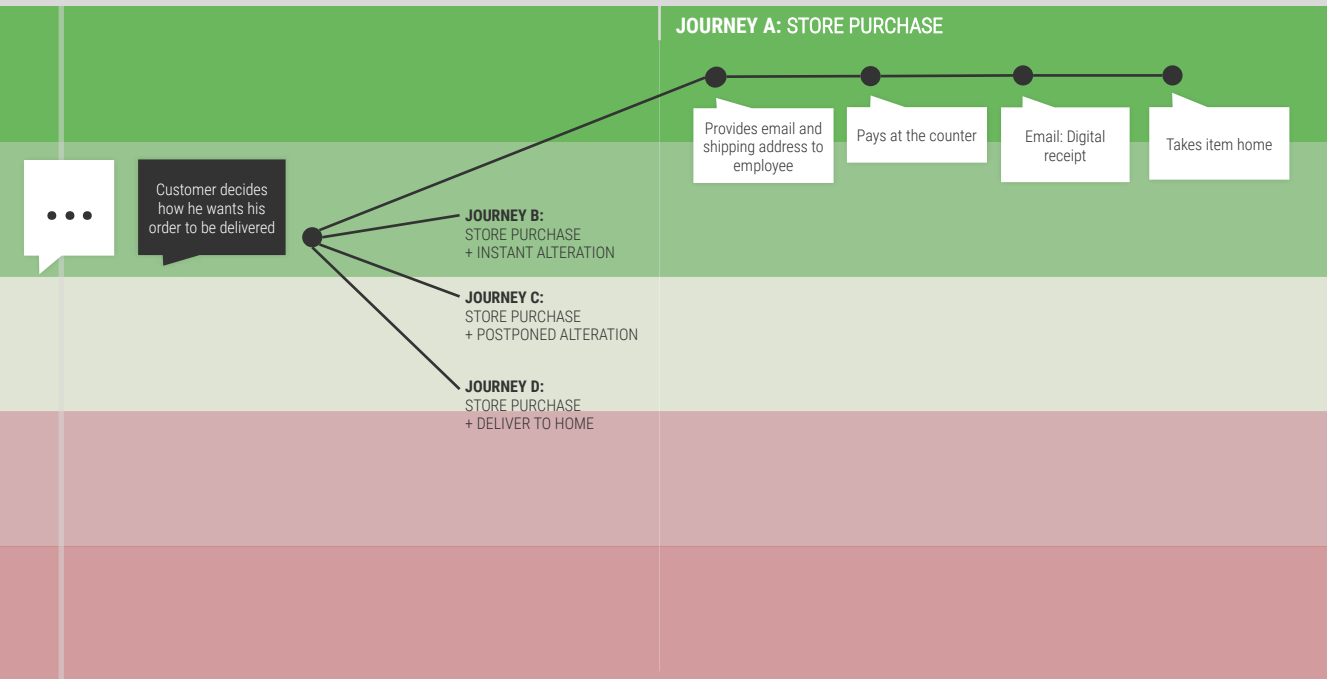


DELIVERY JOURNEYS: STORE PURCHASE



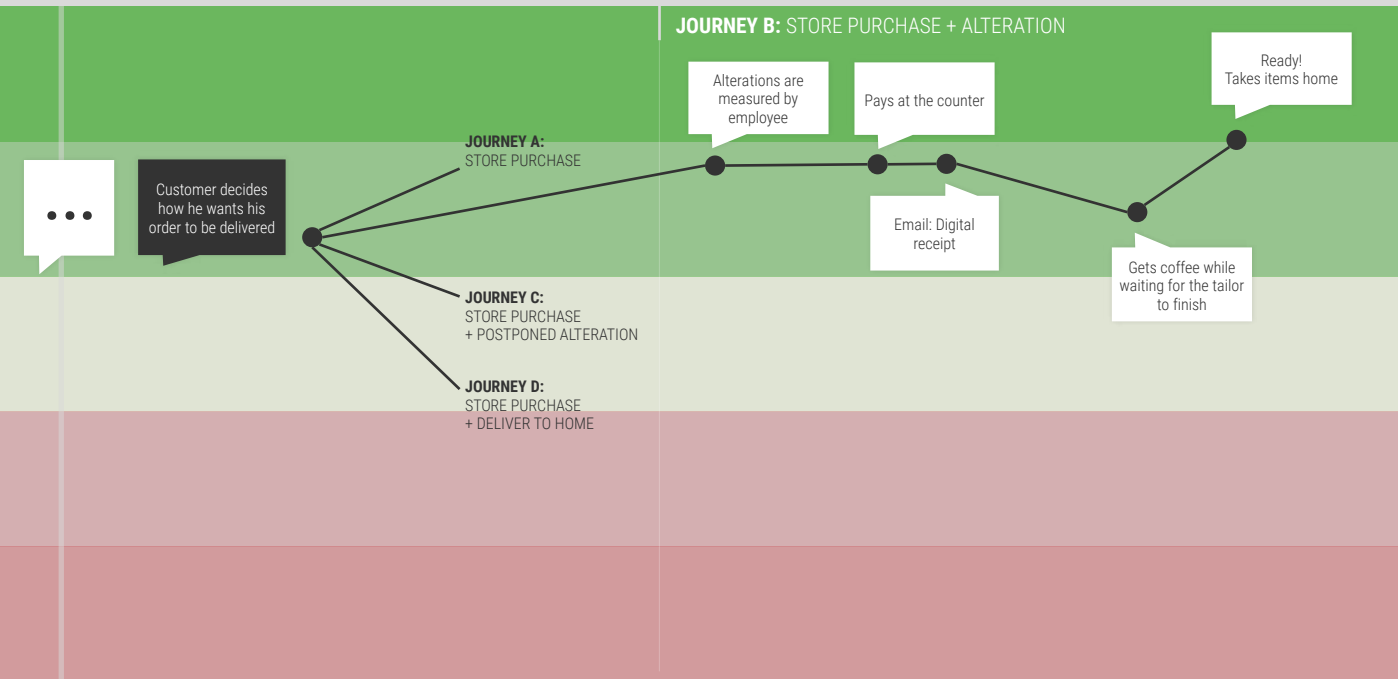


STORE PURCHASE



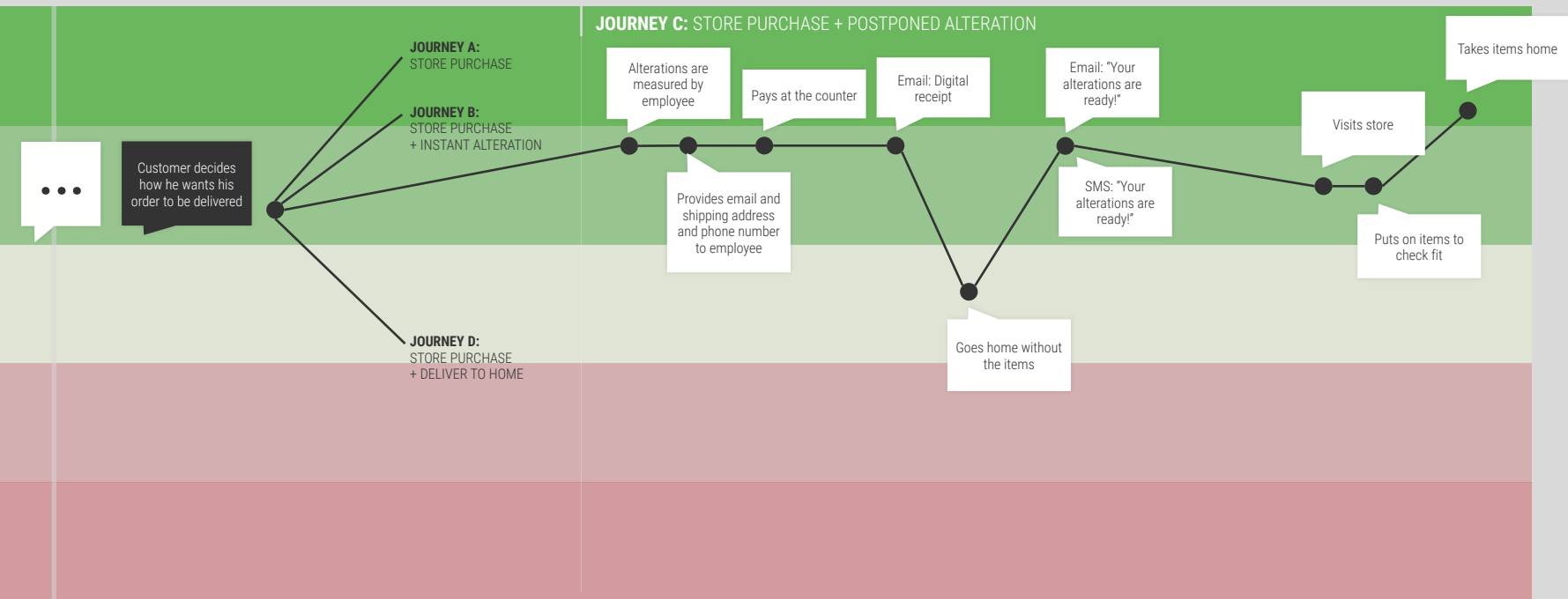


STORE PURCHASE + ALTERATION



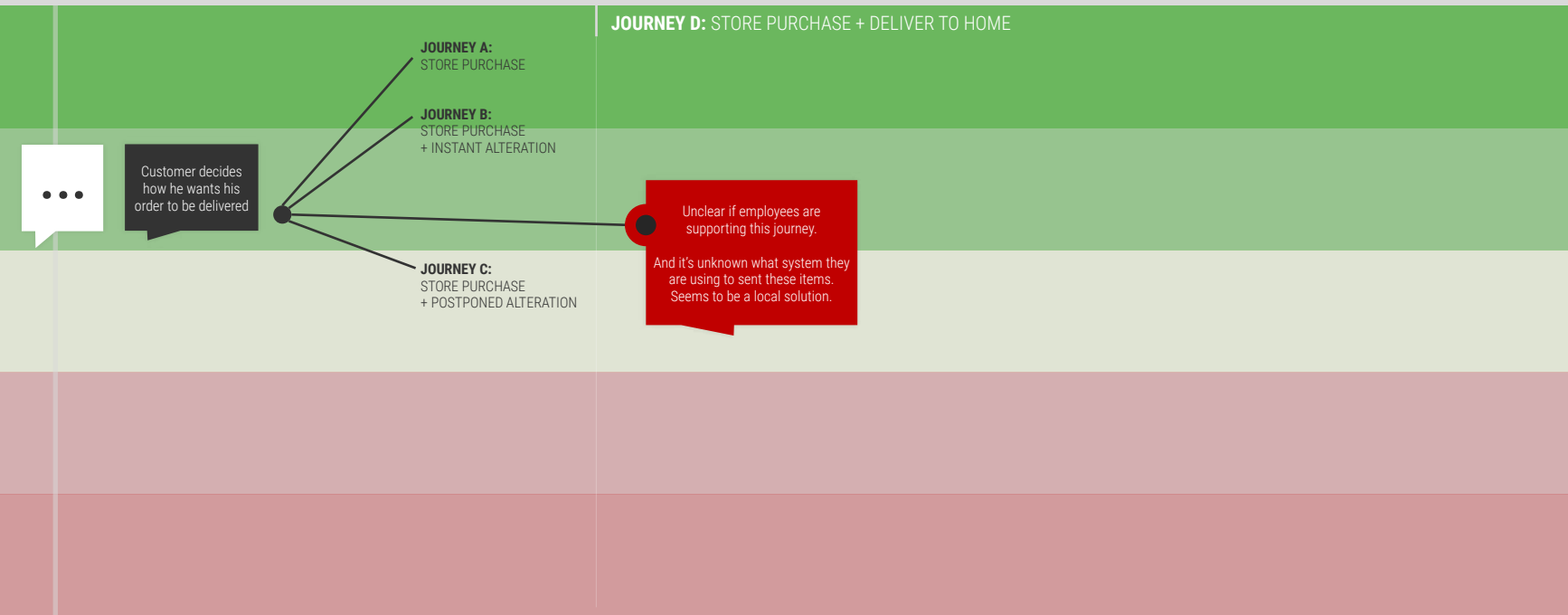


STORE PURCHASE + POSTPONED ALTERATION





STORE PURCHASE + DELIVER TO HOME

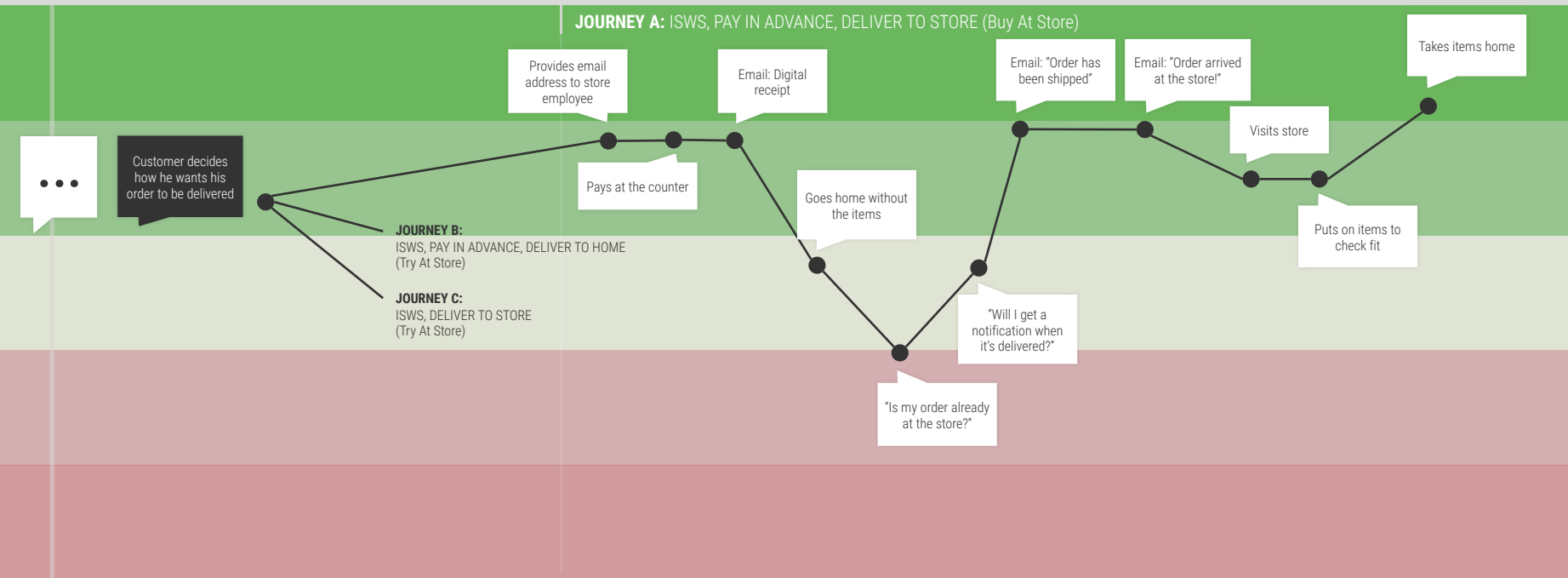


DELIVERY JOURNEYS: ISWS INSTORE ORDER



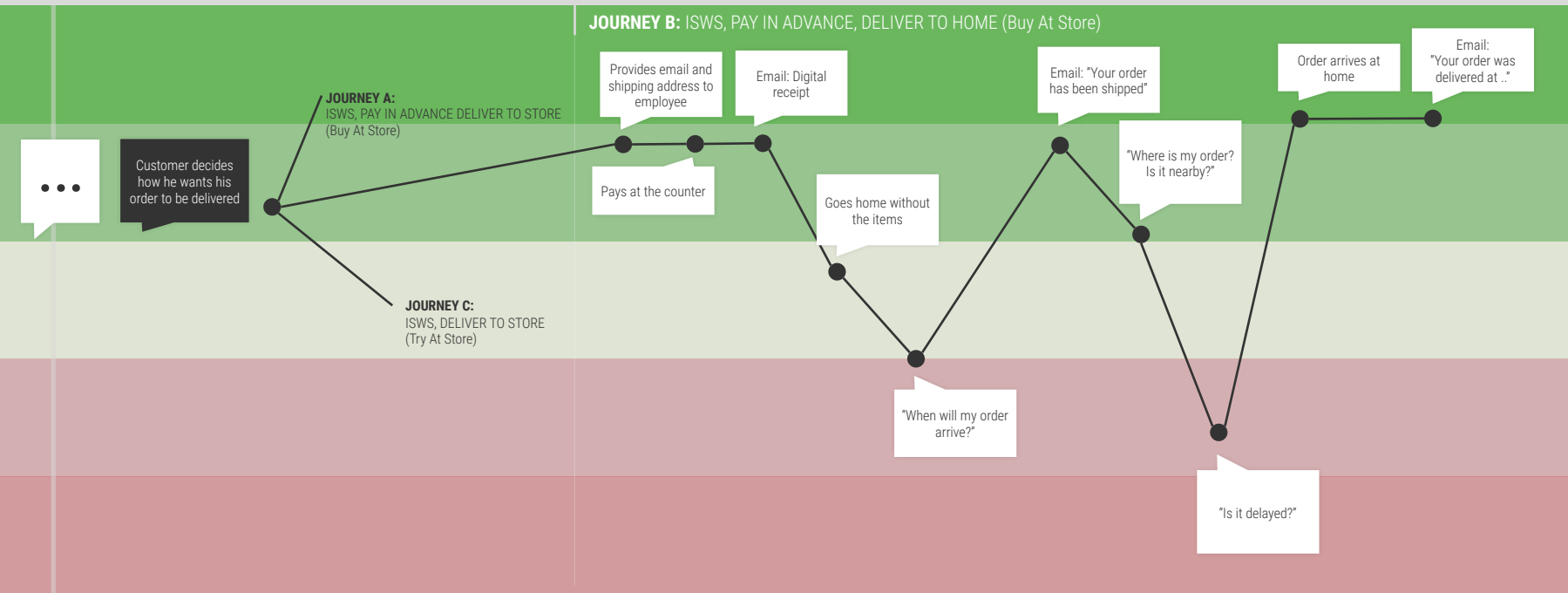


ISWS: PAY IN ADVANCE, DELIVER TO STORE (BUY AT STORE)



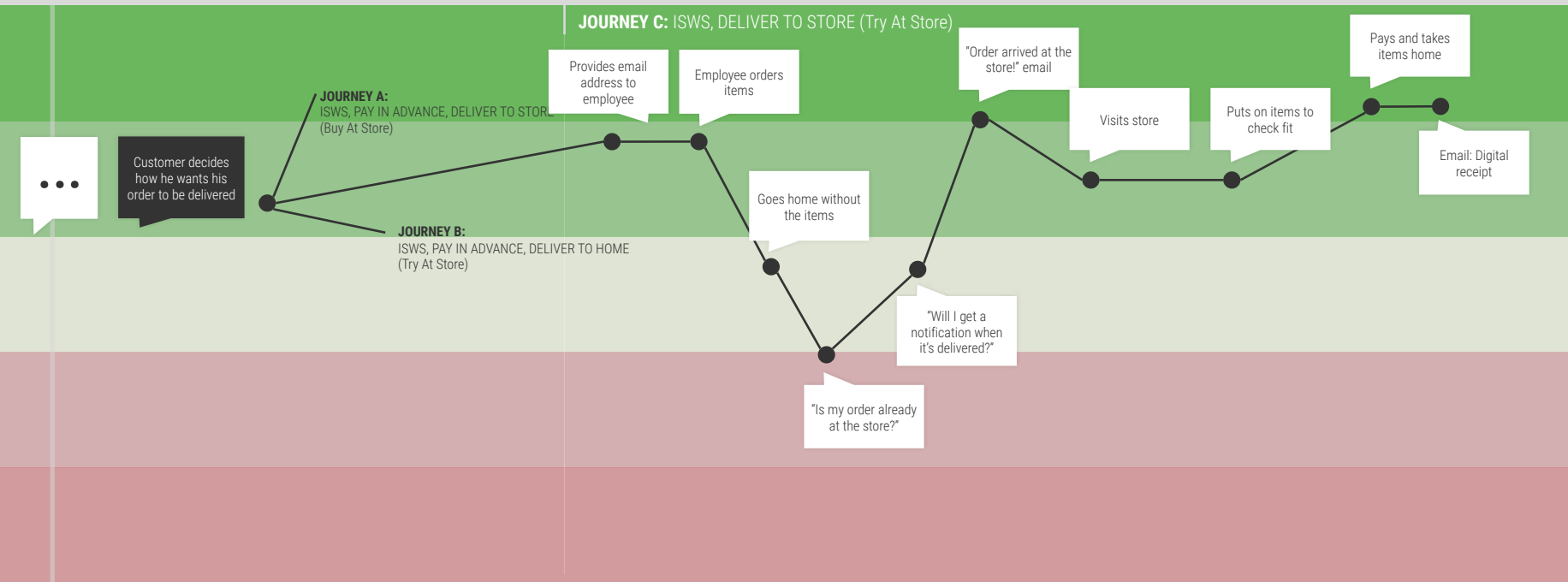


ISWS: PAY IN ADVANCE, DELIVER TO HOME (BUY AT STORE)

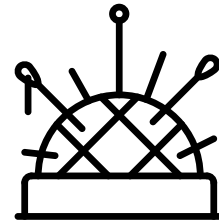




ISWS: DELIVER TO STORE (TRY AT STORE)

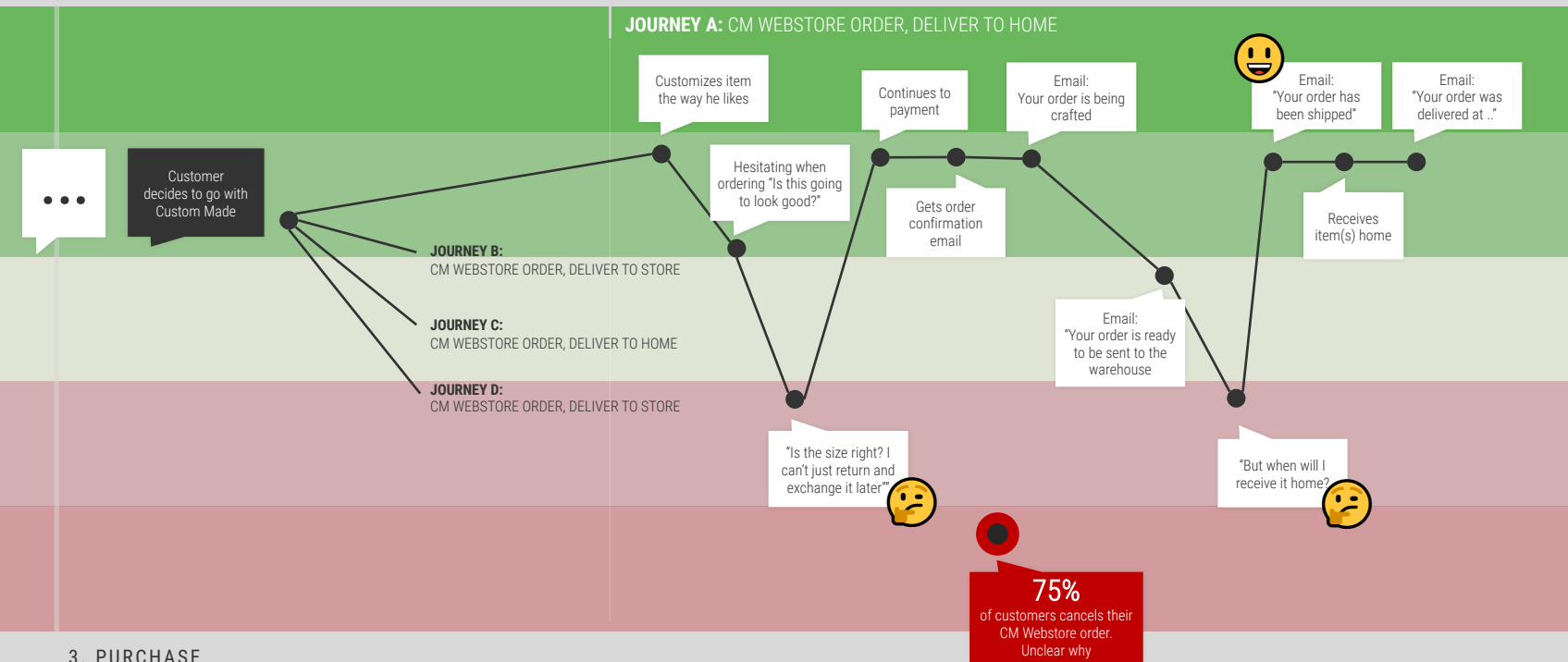


DELIVERY JOURNEYS: CUSTOM MADE



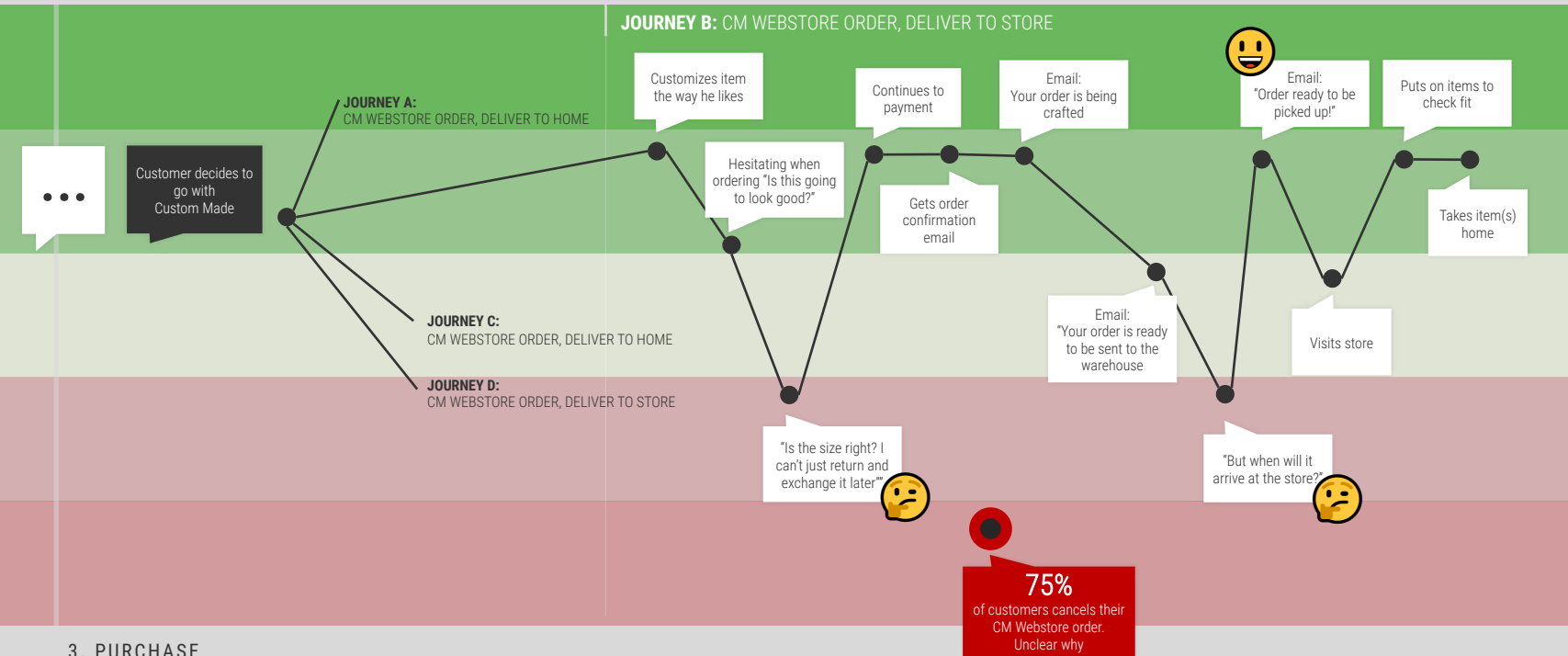


CM WEBSTORE ORDER, DELIVER TO HOME



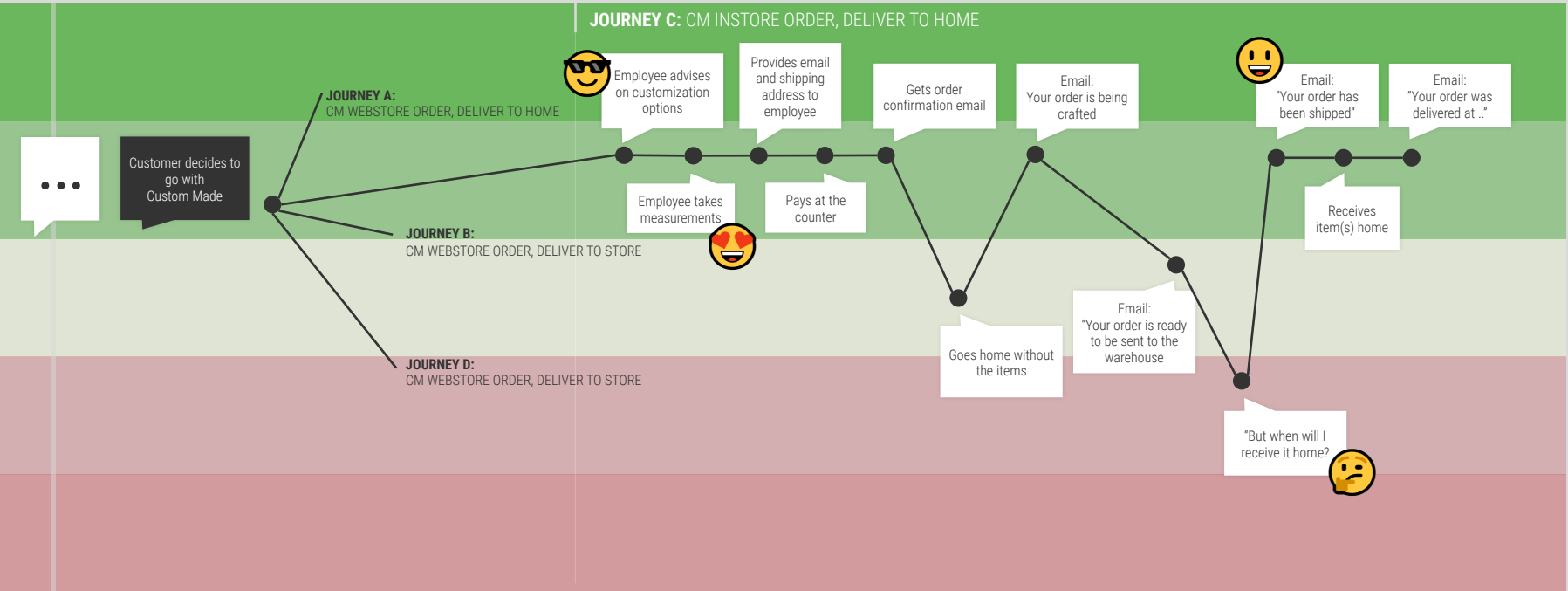


CM WEBSTORE ORDER, DELIVER TO STORE



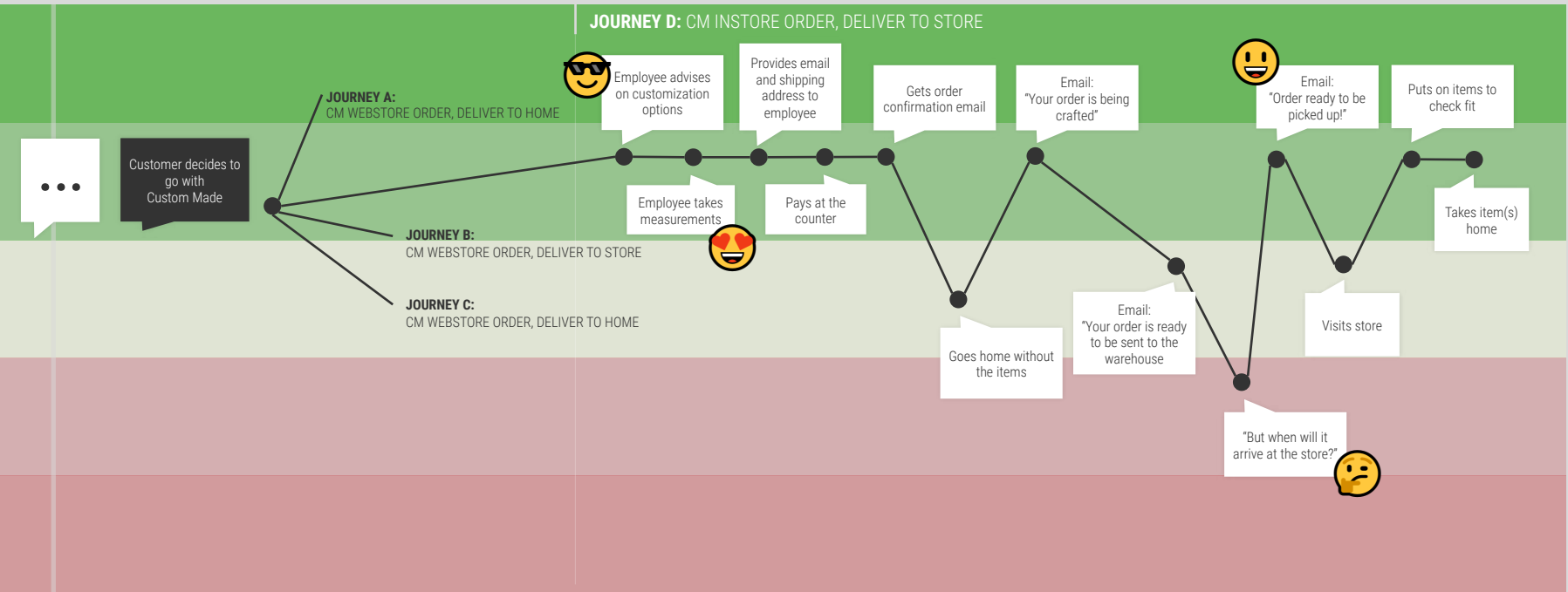


CM INSTORE ORDER, DELIVER TO HOME

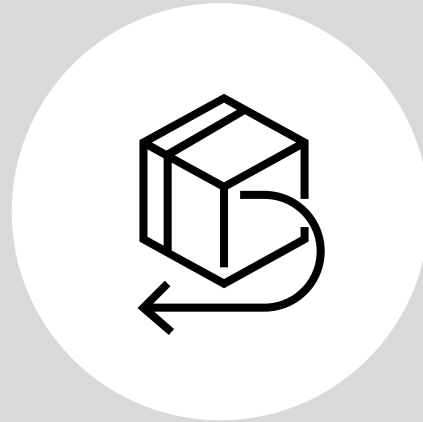




CM INSTORE ORDER, DELIVER TO STORE

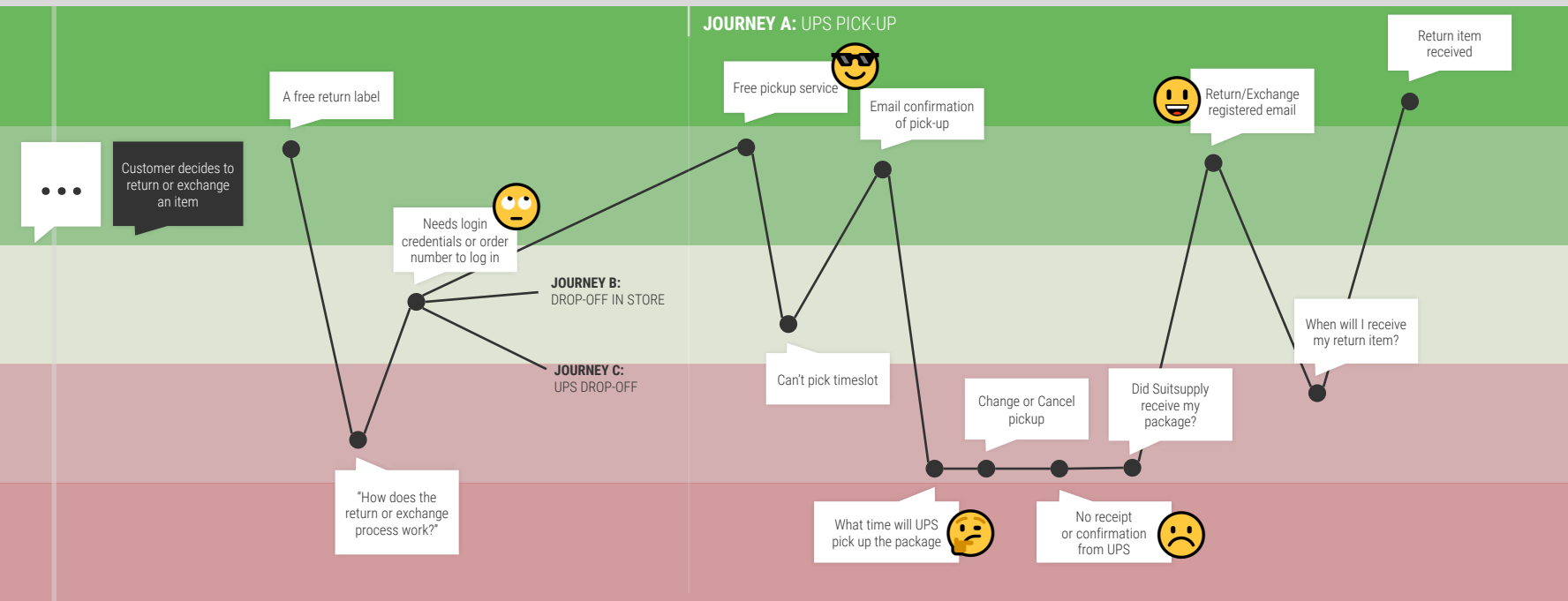


RETURN & EXCHANGE JOURNEY



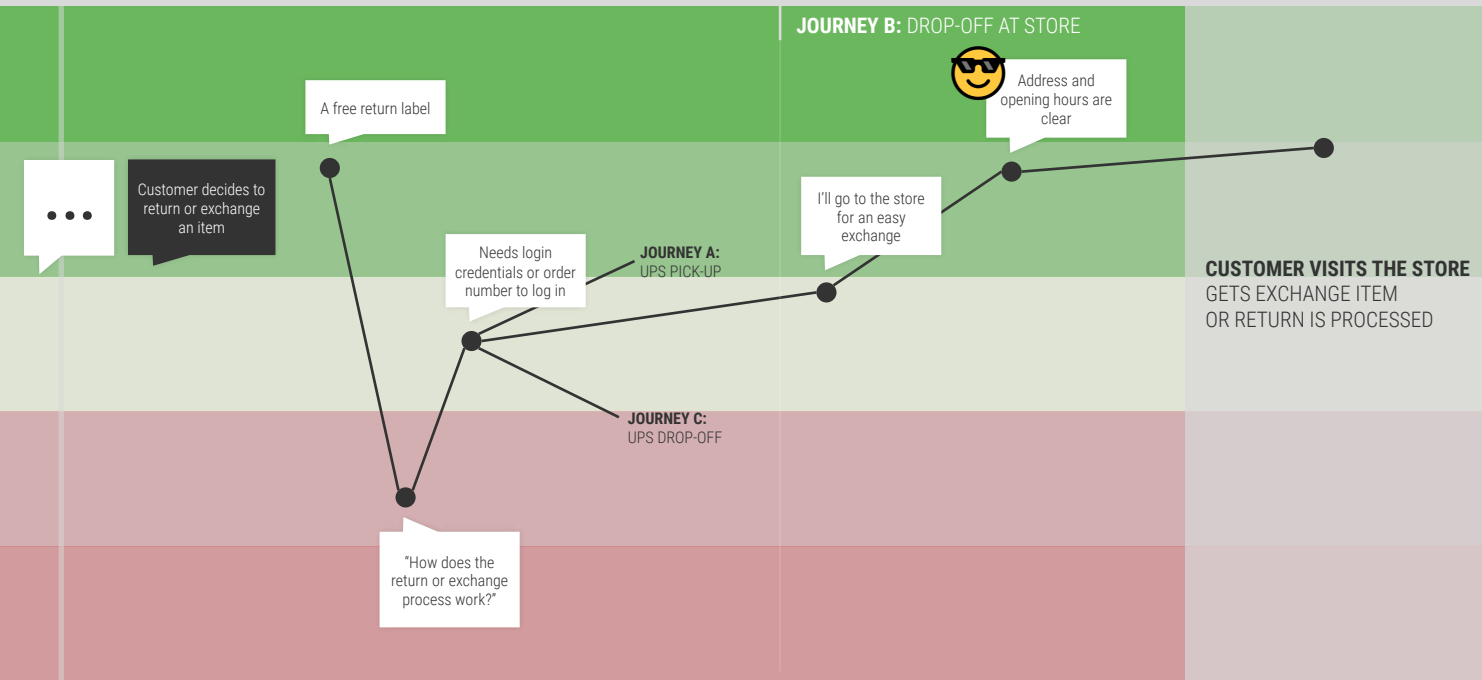


RETURN & EXCHANGE: UPS PICK-UP



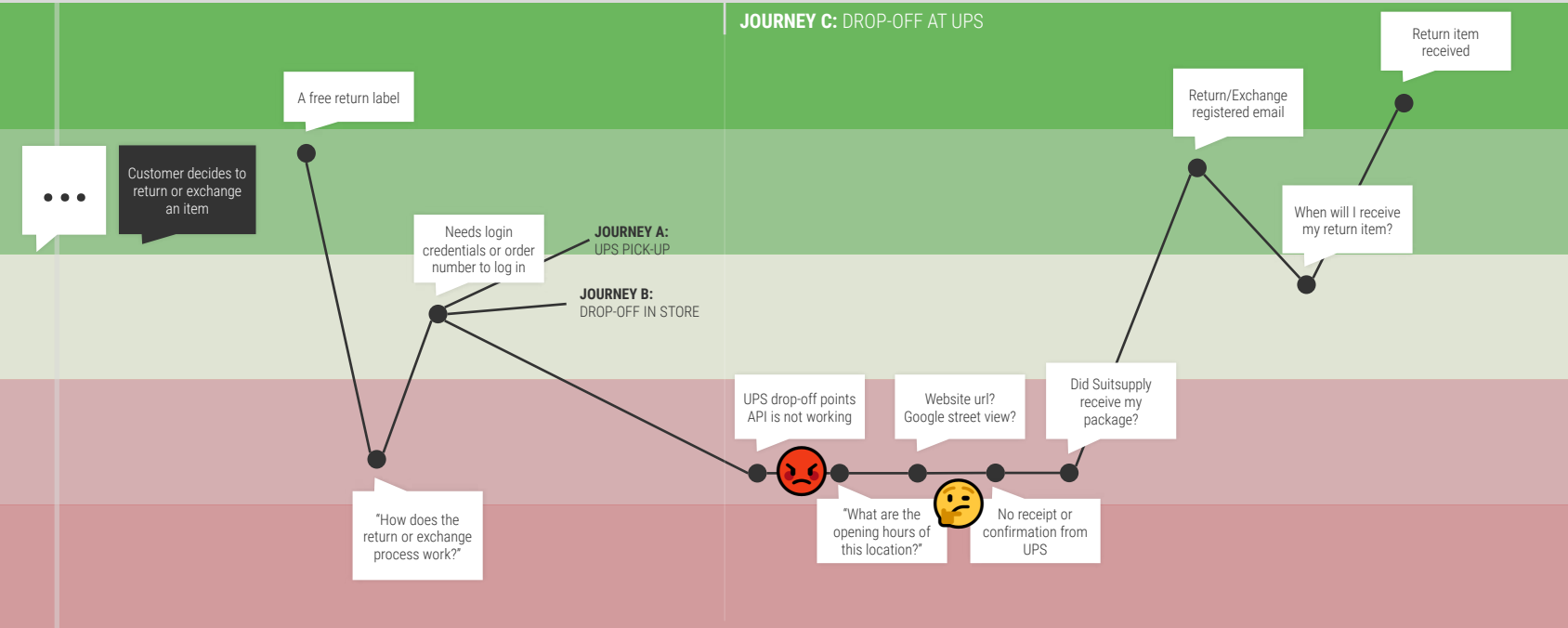


RETURN & EXCHANGE: DROP-OFF AT STORE





RETURN & EXCHANGE: DROP-OFF AT UPS



THE PERSONAS

ERIC
THE OCCASIONAL



"I need a suit,
this week,
for an occasion"

ALBERT
THE ESSENTIAL



"I need to look
neat every day"

MAXIME
THE ENTHUSIAST



"My suit
represents
who I am"

CHRISTOPHER
THE 'ODD SIZED' STATE



"I'm used to suit
retailers not having
the right fit for me"

GREGORY
THE 'GROOM' STATE



"I want to be at
my best on that
special day"

MAXIME
THE CASUAL PROSPECT



"I mix styles,
that's who I am"

ERIC
THE OCCASIONAL



~10/100

ALBERT
THE ESSENTIAL



~70/100

MAXIME
THE ENTHUSIAST

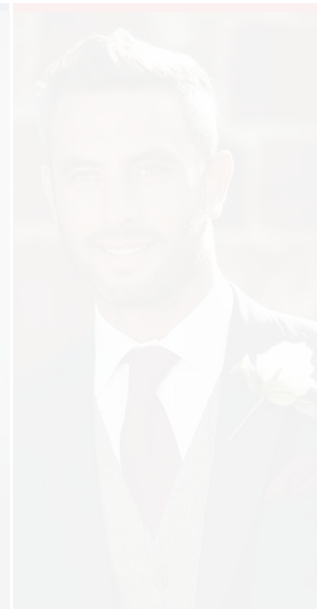


~5/100

CHRISTOPHER
THE 'ODD SIZED' STATE



GREGORY
THE 'GROOM' STATE



MAXIME
THE CASUAL PROSPECT

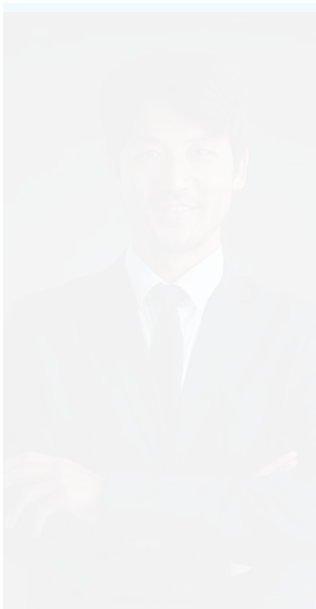


OUR MAIN PERSONAS
TOGETHER ~85/100 OF OUR CLIENTBASE

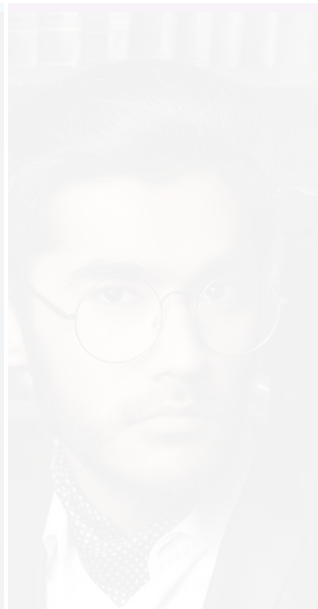
ERIC
THE OCCASIONAL



ALBERT
THE ESSENTIAL



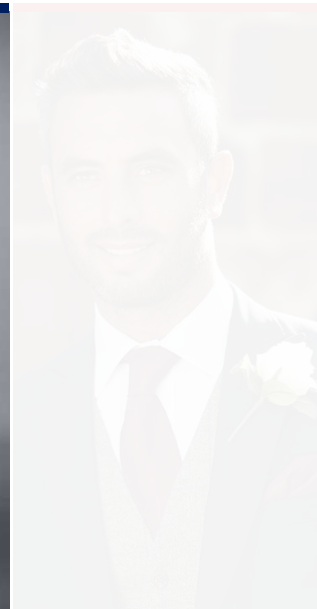
MAXIME
THE ENTHUSIAST



CHRISTOPHER
THE 'ODD SIZED' STATE



GREGORY
THE 'GROOM' STATE

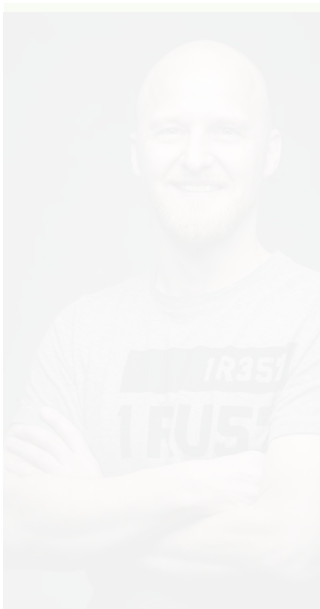


MAXIME
THE CASUAL PROSPECT

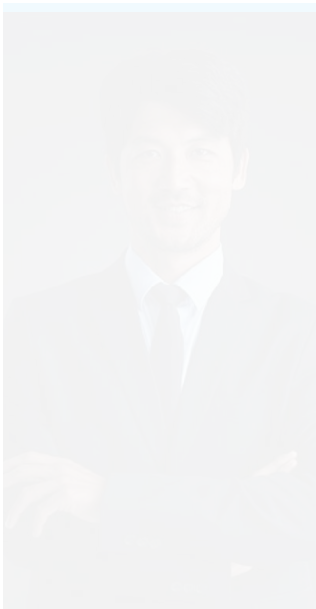


MOSTLY ESSENTIALS AND ENTHUSIASTS WITH ODD SIZES

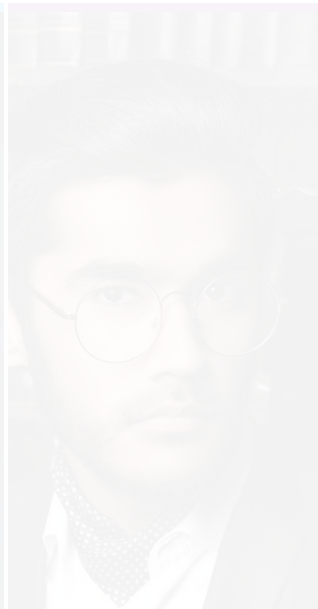
ERIC
THE OCCASIONAL



ALBERT
THE ESSENTIAL



MAXIME
THE ENTHUSIAST



CHRISTOPHER
THE 'ODD SIZED' STATE



GREGORY
THE 'GROOM' STATE



MAXIME
THE CASUAL PROSPECT

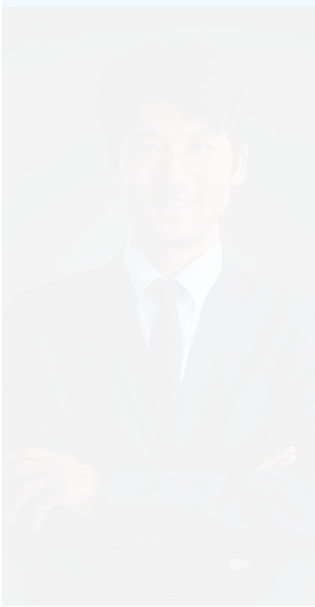


BIG PART OF OUR 'MADE TO MEASURE' CUSTOMERS
FROM FEB-JUL

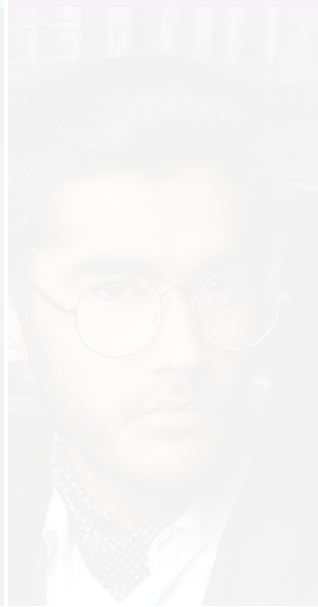
ERIC
THE OCCASIONAL



ALBERT
THE ESSENTIAL



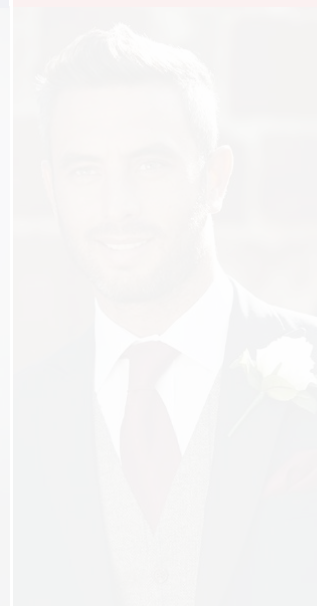
MAXIME
THE ENTHUSIAST



CHRISTOPHER
THE 'ODD SIZED' STATE



GREGORY
THE 'GROOM' STATE



MAXIME
THE CASUAL ENTHUSIAST



GROWING GROUP OF CUSTOMERS,
BECAUSE OF NEW PRODUCT CATEGORIES

THE PERSONAS IN DETAIL

3 MAIN PERSONAS



ERIC THE OCCASIONAL

Almost never wears a suit

Clothing should be comfortable

Jeans, t-shirts and
sweaters

INTERNET/APPS



FASHION



SUITS



GOALS

- Needs a suit, this week, for an occasion
- A specific product: tuxedo, basic suit or something according to a dress-code
- Needs it fast

FRUSTRATIONS

- I'll have to spent money on something I'm never going to wear again
- I don't know what to wear, to look right for the occasion
- I don't know where to find a good suit.



MAIN PERSONA

ERIC THE OCCASIONAL

ADVISE ME

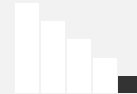
- Because I don't have a clue what I need. Advise me and I will follow your advice.
- What should I wear to fit in at:
 - A wedding
 - A funeral
 - A first interview for a new job
 - A graduation ceremony
 - Dress-codes like Tenue de Ville, Black Tie, Summer Chic, Bohemian Chic, Safari Chic. I don't have a clue.
- On what is available. I will buy what you offer, since I need it really fast.

SUITSUPPLY

CLIENTBASE

~10/100

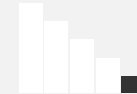
RFM



REGENCY

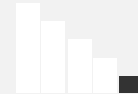
Long time between purchases. Suits are not top of their mind

5,5,5



FREQUENCY

The number of sales is low. Buys a suit 1 or 2 times in their life



MONETARY

Their spending is low.

WHERE

Online

Store

WHAT

Suits

Tuxedos

Jackets

Trousers

Coats

Padded Vests

Shirts

Casual Shirts

Knits

Polos

Waistcoats

T-shirts

Shorts

Shoes

Accessories



"I need to look
neat every day"

MAIN PERSONA

ALBERT THE ESSENTIAL

Needs suits for work

Wears suits every day

Office dress-code

GOALS

- I want a neat business look
- I need an extra trouser.
- It needs to be good quality fabric

SUITSUPPLY

INTERNET/APPS



FASHION



SUITS



FRUSTRATIONS

- My suits have high wear and tear. I don't want to worry about that.
- Am I dressed according to the latest trends?
- Do I fit in with my colleagues?



MAIN PERSONA

SUITSUPPLY

ALBERT THE ESSENTIAL

ADVISE ME

- On a suit that is comfortable. I don't always like wearing suits, but when I do, it needs to be comfortable.
- On durability. It's very important for me.
- On the functional characteristics:
 - 'Idiot proof' level of fabric and construction
 - Breathable fabrics
 - Light fabrics
 - Wrinkle resistant fabrics
- On the basic colors:
 - Suit: blue, black, grey
 - Shirt: white or blue
- By offering only a few options. Not too many

"I need to look neat every day"

CLIENTBASE

~70/100

RFM



RECENTCY

Needs something every 4-8 months. When trousers are worn out. Or when they need a new shirt.

2,3,3



FREQUENCY

Has been wearing suits for a long time.



MONETARY

Might not buy the most expensive products, but buys a lot.

WHERE

Online

Store

WHAT

Suits

Tuxedos

Jackets

Trousers

Coats

Padded Vests

Shirts

Casual Shirts

Knits

Polos

Waistcoats

T-shirts

Shorts

Shoes

Accessories



MAIN PERSONA

SUITSUPPLY

MAXIME

THE ENTHUSIAST

Knows how a suit is worn

Has his own style

Outspoken pieces

Fashion forward

INTERNET/APPS



FASHION



SUITS



GOALS

- Fashion plays a key role in his appearance
- Interested in colors, fabrics and fits
- Focuses on looking good, fashionable and unique.

FRUSTRATIONS

- On a website it's difficult to see the exact color and the feel of the fabric
- Is this suit a good match with my existing wardrobe?
- How does that suit look on me?



"My suit represents who I am"

MAIN PERSONA

MAXIME THE ENTHUSIAST

ADVISE ME

- On what are the new products, fabrics and colors. I'll decide for myself if I like it.
- On the more exotic colors and fabrics.
- On the stock availability of products.
- On products that fit my style, so I know you understand what I am looking for.
- On what is fashionable:
 - If it looks good
 - If it is unique, something not a lot of people pull off.
 - If it combines well with other clothing.
- By providing different pieces to try on.
- I don't need advise on how to wear the suit.
 - I know my size
 - I know what shoulder padding does
 - I know the fit I want

SUITSUPPLY

CLIENTBASE

~5/100

RFM



RECENTY

Suits are top of mind. They will walk in now and then. Will buy every 1-3 months.

1,1,1



FREQUENCY

Has been wearing suits for a long time. Likes to buy new products often



MONETARY

Their spending is relatively high, but they are cost conscious.

WHERE

Online

Store

WHAT

Suits

Tuxedos

Jackets

Trousers

Coats

Padded Vests

Shirts

Casual Shirts

Knits

Polos

Waistcoats

T-shirts

Shorts

Shoes

Accessories

2 PERSONA STATES

Could be any of the main personas.

But having additional goals because of circumstances.

- Having an odd sized body
- Getting married

CHRISTOPHER THE 'ODD SIZED'

Is an Essential or an Enthusiast

Always needs alterations

Often alterations are too limited

INTERNET/APPS



FASHION



SUITS



GOALS

- Finding a retailer that offers clothing for odd sized people
- Adds an extra trouser

FRUSTRATIONS

- Often forced to buy Custom Made suits
- Having to wait for a long time for a new suit
- Online orders are not always possible

"I'm used to suit retailers not having the right fit for me"

CHRISTOPHER

THE 'ODD SIZED'

ADVISE ME

- On my 'issues': Longer/shorter arms, legs. A belly or complete differences in lengths of legs and arms.
- By taking my measurements, and making me a suit that actually fits.
- With my own Made to Measure staff member, who understands my problems

"I'm used to suit retailers not having the right fit for me"

CLIENTBASE

?

RFM



RECENTCY

Needs something every 4-8 months. When trousers are worn out. Same measurements in different color/fabric. Or new measurements because body changed

2,3,1



FREQUENCY

Has been wearing suits for a long time.



MONETARY

Their spending is high. They might buy multiple suits and shirts at once. With an extra trouser.

WHERE

Online

Store

WHAT

Suits

Tuxedos

Jackets

Trousers

Coats

Padded Vests

Shirts

Casual Shirts

Knits

Polos

Waistcoats

T-shirts

Shorts

Shoes

Accessories



GREGORY

THE 'GROOM' STATE

Wedding preparations

Planned long ahead of time

Willing to spend a little extra

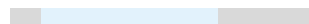
INTERNET/APPS



FASHION



SUITS



GOALS

- Wants to look at his best
- Wants to be in harmony with his future wife's dress

FRUSTRATIONS

- Choosing the right suit is hard, but very important
- So much to plan. Nothing can go wrong!
- Everyone around me suddenly knows what's best for me. Too much different opinions.
- The suit still needs to fit and look good in 2 months at my wedding



GREGORY

THE 'GROOM' STATE

ADVISE ME

- On the total price: jacket, trouser, overcoat, belt, shirt, tie.
- By showing me what color looks best on me.
- On a suit that stands out but also matches with my future wife's dress. Notable styles are:
 - Blue suit, white shirt, cognac shoes.
 - Black suit, white shirt, blackshoes.
- and help me with
 - Father (in law), mother (in law), siblings,...
 - More people, more opinions, more difficult to make a choice.

TWO TYPES OF GROOMS

- The groom that knows what he wants.
- The groom that doesn't know what he wants, first wants to try on different colors.

CLIENTBASE

?

RFM



REGENCY

Always well ahead of time for the wedding date. Will focus on suits for 1-3 months.

3,5,4



FREQUENCY

They get married once. So they only buy a suit once.



MONETARY

Willing to spend a lot for this special occasion. But it's only once.

WHERE

Online

Store

WHAT

Suits

Tuxedos

Jackets

Trousers

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Padded Vests

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Shoes

Accessories

1 PROSPECT PERSONA

A persona seen at the stores more often. But not yet a main persona



"I mix styles,
that's who I am"

PROSPECT PERSONA

JAIMEY

THE CASUAL PROSPECT

Jackets, chinos & knits

Outspoken pieces

Mixed casual fashion styles

Fashion forward

INTERNET/APPS



FASHION



SUITS



GOALS

- Fashion plays a key role in his appearance
- Interested in colors and fabric
- Focuses on looking good and unique.

OPPORTUNITIES

- Might occasionally visit the Suitsupply store, if he sees something interesting online.
- Not familiar with wearing suits, but eager to learn about new styles.



"I mix styles,
that's who I am"

PROSPECT PERSONA

JAIMEY

THE CASUAL PROSPECT

ADVISE ME

- Will go directly to the items he is looking for.
- On how I can make Suitsupply products look more casual.
- On how to wear a suit or waistcoat
 - How do I wear this
 - What's my suit size
 - What about shoulder padding
 - What are the fits and styles
 - How to combine with casual items
 - Does it look good.
- On new fabrics, colors and casual styling.

SUITSUPPLY

CLIENTBASE

~?/100

RFM



REGENCY

They visit the stores once in a while. Since we're offering more and more casual items.

2,3,3



FREQUENCY

Relatively low, since this is not a long time customer.



MONETARY

They are very cost conscious, but might buy a lot of different items.

WHERE

Online

Store

WHAT

Suits

Tuxedos

Jackets

Trousers

Coats

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Shoes

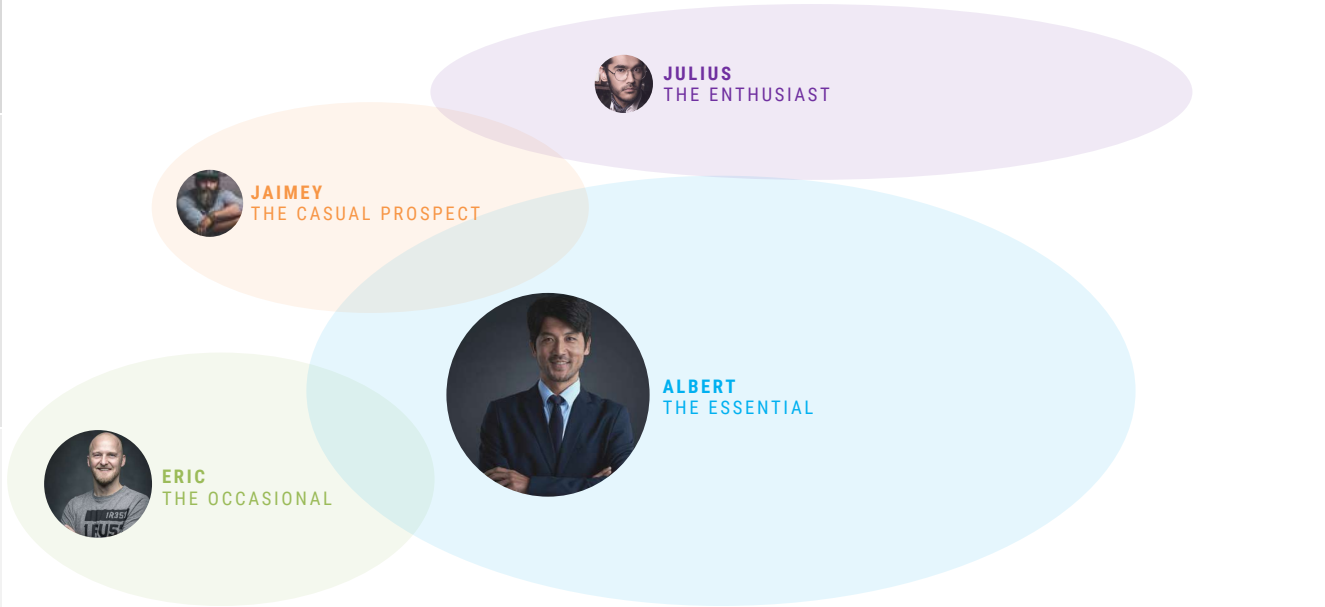
Accessories

PERSONA COMPARISON

FOCUSED ON
LOOKING GOOD OR
FASHIONABLE

FOCUSED ON
FUNCTIONAL &
COMFORTABLE

FOCUSED ON
FITTING IN



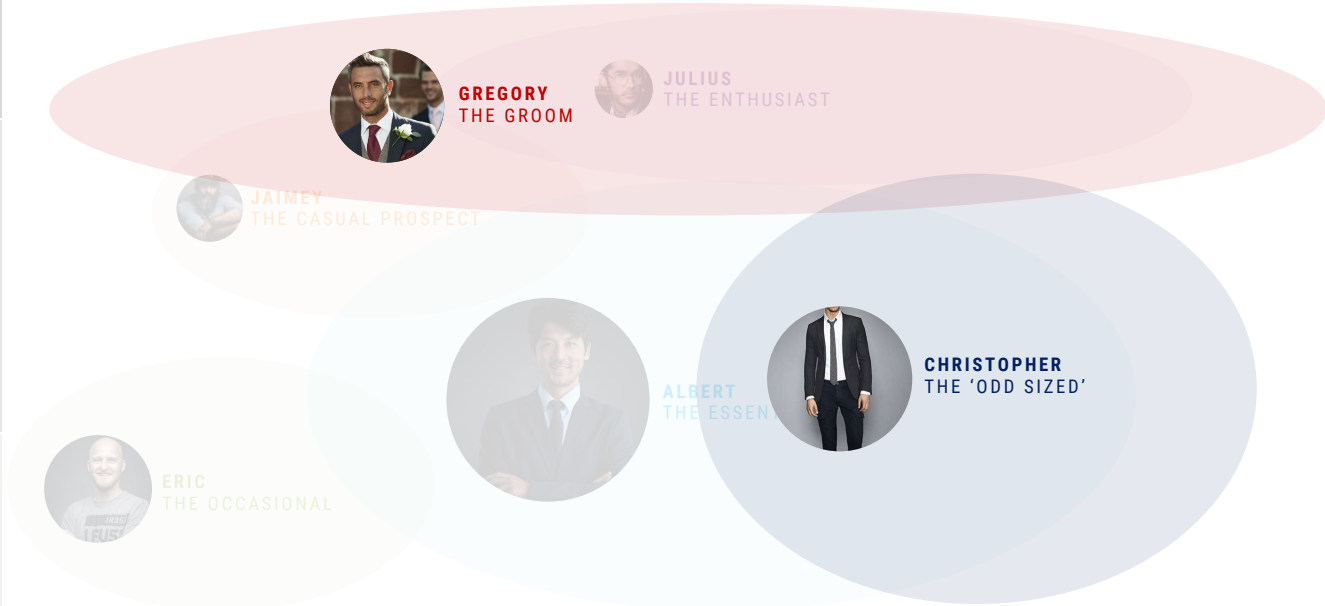
DOES NOT KNOW ABOUT SIZING AND FIT	FAMILIAR WITH SIZING AND FIT OF A SUIT	KNOWS CUSTOM MADE WILL FIT HIM BETTER	NEEDS SOMETHING THE COLLECTION DOESN'T OFFER
BUYS WHAT IS ADVISED	BUYS COLLECTION	BUYS CUSTOM MADE	BUYS MADE TO MEASURE

PERSONA COMPARISON

FOCUSED ON
LOOKING GOOD OR
FASHIONABLE

FOCUSED ON
FUNCTIONAL &
COMFORTABLE

FOCUSED ON
FITTING IN



DOES NOT KNOW ABOUT SIZING AND FIT	FAMILIAR WITH SIZING AND FIT OF A SUIT	KNOWS CUSTOM MADE WILL FIT HIM BETTER	NEEDS SOMETHING THE COLLECTION DOESN'T OFFER
BUYS WHAT IS ADVISED	BUYS COLLECTION	BUYS CUSTOM MADE	BUYS MADE TO MEASURE

TEMPLATE



TEMPLATE

THE OCCASIONAL



He's invited to a party with a dress-code, 'Cocktail'.
He needs an outfit in 5 days and wants to order online

CUSTOMER-EXPERIENCE: events, thoughts & emotions

