

Rapid Aqua Life Save™ Client Journey Map

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Chris Robinson

Age: 41

Location: Toronto, ON

Occupation: CEO

Family: Married, 3 kids

Income: Moderate - High

Technology: ★★★★★

Internet: ★★★★★

Social Influence: ★★★★★☆

Traits & Motivators

- Family man
- Often travels overseas for business
- Average swimmer
- Health-conscious
- Strong communicator
- Early Tech Adopter
- Owns a Smartwatch
- Expert in payments solutions
- Expert in blockchain solutions
- Expert in DevOps and DevSecOps
- Expert in wireless technology

Stages of Client Journey	Goals / Motivation	Browses Secure Site	Evaluates Products	Buys Subscription	Boards Flight	Survives Water Crash Landing & Sends Wireless SOS	Wireless SOS Received & All Passengers & Crew Rescued	Next-of-Kin Notified Passenger Safely Rescued
Visual								
Actions	Motivated by regulations to purchase RapidAquaLifeSave™ subscription	Redirected to RapidAquaLifeSave™ site from Ticket Agent or Airline's site & browses products	Opens a product page To check products' details	Pays online via credit card for a 1 yr subscription to RALS Smart Contract service	Boards eVTOL flight on time, from Big City Airport, Canada, to Huge City Airport, USA	eVTOL crash lands on lake & RapidAquaLifeSave™ re-floats, holds body temp & sends SOS	Coast Guard receive wireless SOS via SmallSats & rescue all passengers & crew within 25 mins of SOS	Next of Kin immediately notified, as per digital Smart Contract
Feeling: Delighted								
Feeling: Satisfied								
Feeling: Unhappy								
Customer Experience	Annoyed that he has to purchase another service he doesn't believe in	Happy with the fast & seamless transition to RapidAquaLifeSave™ site	Delighted with product's track record, safety features & customer reviews	Satisfied with payment options and speed of payment processing	Delighted with 1 st Class Lounge experience & in-flight coaching for RapidAquaLifeSave™	In shock from crash landing, but survives along with everyone else, thanks to crew & RapidAquaLifeSave™	Overjoyed to have been safely rescued so quickly!	Delighted that his wishes were fulfilled to auto-notify his wife within minutes of his safe rescue
Customer Expectation	Subscription process should be seamless and included in flight cost	Option for local tech support team in Canada, if help required	More options for families with young children in future	More discounts for frequent flyers	Wishes he could experience this level of service flying from Toronto's main airport	Wishes he could have been notified more clearly via SmartWatch that Coast Guard were en route	Wants to see RapidAquaLifeSave™ made mandatory on all commercial vehicles used over open water	Would like an early adopter discount