TIM – The Global Traveler

THE LENS

Tim is 30 years old and he lives in Berlin. He really likes to try new experiences with his friend. He needs a platform that will help him to better organize his training sessions and to fight boredom. Tim is a very sensitive person. He likes to share ideas/opinions with others via several media (images, texts...). He likes to travel to discover and to show/share the beauty of the world.

Attribute: Large community of trainers+ Quality, precision, and reliability of the matching filters.

Functional Benefit(s): Book a session with flexibility everywhere in the world.

Emotional Benefit(s): Time management - Less stress - "Mens sana in corpore sana" (a healthy mind in a healthy body).

THE JOURNEY

→ Search for information

Need recognition	Research	Evaluation of alternatives	Purchase	Post-purchase

CAMPAIGN

One App, hundreds of trainers, everywhere you are. / Mens sana in corpore sano	The workout App that lets you find trainers everywhere in the world.	The only app that lets you find a trainer anywhere you are.	Organize your training sessions with one click.	Book your workouts, bring your friends, share your experience (large community)

CONTENT BUCKETS

You chose what, where and when	Connect with people	Different trainers and training options	Easy to search – easy to book	Meet new people
Take care of yourself	Explore different workout styles	Find your best fit	Find your best option, book in one click	Your friends can join too!
	Everywhere you go	Have fun discovering new styles	Chose your date and time and book your training	Share your journey on the App and on social media

CHANNELS

Need recognition

Owned	Earned	Paid	Hybrid
. Website & blog . Instagram . Facebook . Tiktok	. Posts, reviews & engagement: Instagram Facebook Tiktok . Blog . SEO	. Ads: Facebook Instagram Google Tiktok . Magazine review . Ad-hoc landing pages	. Local influencers

Research

Owned	Earned	Paid	Hybrid
. Website & blog . Instagram . Facebook . Tiktok	. Posts, reviews & engagement: Youtube Google Tiktok Instagram . SEO	. Ads: Facebook Instagram Google Tiktok Youtube	

Evaluation of alternatives

Owned	Earned	Paid	Hybrid
. Website & blog . Instagram . Facebook . Tiktok	. Posts, reviews & engagement: Google Instagram	. Ads: Instagram Google Tiktok Youtube	

Purchase

Owned	Earned	Paid	Hybrid
. Website	. Apple app store . Google Play		

Post-purchase

Owned	Earned	Paid	Hybrid
. Website . Instagram . Facebook . Tiktok . Update emails/ downloads	. Posts and reviews: Instagram Facebook Tiktok . Google Review trainee . Apple App store review		Influencers reviews

KPI

• Website: page views, # first-time visitors, Click through rate, Engagement rate, Response rate and time, Audience growth rate, Views. • Social Medias: stories viewed, likes and interactions, # of users clicking on website link through social media.	• Website: Click-through rate, Website new visitors, Average time per page, Bounce rate, Customer click behavior. • Social Medias: stories viewed, likes and interactions, # of users clicking on website link through social media.	• Website: "Dropping" rate: how many users stop at this stage, what website they move onto.	Website / App stores : • Transaction time • Number of transactions • Numbers of abandoned carts • Time between purchase and first booking	• Social media: Sharing rate • App stores: Reviews/ratings completed per users

AMY – The Aspiring Trainer

THE LENS

Amy has always been passionate about sports She graduated in sports and nutrition and moved to Paris to work as a sports coach in a gym. She wants to become a personal trainer and Alfie would be perfect to help her expand her network. Her dream is to train influencers in their fitness journey and become a fitness influencer herself. Amy is a very motivated and goal-driven person. She enjoys networking and staying up to date with trends and hacks. She loves nature and outdoor sports and often takes short trips to hike, ski, surf, etc.

Attribute: Large community of trainees, valuable customer connections, easy planning, precision, and reliability of the matching filters.

Functional Benefit(s): Quickly expand customer network, "self-employed".

Emotional Benefit(s): Time management - Less stress – Freedom with financial security.

THE JOURNEY

→ Search for information

Need recognition	Research	Evaluation of alternatives	Purchase	Post-purchase

CAMPAIGN

One App, hundreds of customers, everywhere you are.	The workout App that will boost your visibility.	Post your schedule, Alfie will do the rest. The only app that lets you find customers anywhere in one click.	Organize your training sessions with one click.	Grow your network and help others by sharing your experience.

CONTENT BUCKETS

Connect with hundreds of customers	Grow your network	Easily organize all your sessions in one App	You accept the trainings	Meet new people
You make your own schedule	Word of mouth is the best advertising	Enjoy the freedom of working your own hours	Everywhere you go	Share your schedule and start your trainings
One app for it all	Show what you can do	Have fun meeting new people	Make valuable connections	Share your journey on the App and on social media

CHANNELS

Need recognition

Owned	Earned	Paid	Hybrid
. Website & blog . Instagram . Facebook . Tiktok	. Posts, reviews 6 engagement: Instagram Facebook Tiktok . Blog . SEO	. Ads: Facebook Instagram Google Tiktok . Magazine review . Ad-hoc landing pages	. Involve key local trainers to create traction

Research

Owned	Earned	Paid	Hybrid
. Website & blog . Instagram . Facebook . Tiktok	. Posts, reviews 6 engagement: Instagram Facebook Tiktok . Blog . SEO	. Ads: Facebook Instagram Google Tiktok Youtube	

Evaluation of alternatives

Owned	Earned	Paid	Hybrid
Website Instagram Facebook Tiktok	Posts and reviews: Google Instagram	Ads: Instagram Google Tiktok Youtube	. Influencers' content to descrine Alfie vs. Competition.

Purchase

Owned	Earned	Paid	Hybrid
. Website	. Apple app store . Google Play		

Post-purchase

Owned	Earned	Paid	Hybrid
. Website . Instagram . Facebook . Tiktok . Update emails/ downloads	Influencers reviews		

KPI

• Website: page views, # first-time visitors, Click through rate, Engagement rate, Response rate and time, Audience growth rate, Views. • Social Medias: stories viewed, likes and interactions, # of users clicking on website link through social media.	• Website: Click-through rate, Website new visitors, Average time per page, Bounce rate, Customer click behavior. • Social Medias: stories viewed, likes and interactions, # of users clicking on website link through social media.	• Website: "Dropping" rate: how many users stop at this stage, what website they move onto.	Website / App stores : • Transaction time • Number of transactions • Numbers of abandoned carts • Time between purchase and first booking	• Social media: Sharing rate • App stores: Reviews/ratings completed per users