# IDEAL CONSUMER PERSONA AND CONSUMER JOURNEY OF SPORTS DIRECT

Module: Digital Retail Environments- New paths to purchase

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SHORT NAME JOHN





#### CHANNELS

## Likely

mobile apps



6 social media

# Unlikely

us telephone

printed documents

#### QUOTE

" Perfect for sports and fitness"

#### PURCHASE TYPE

60% Shoes

40% Dress items

SHOPPING BUDGET

\$200/ month

AVG SHOPPING

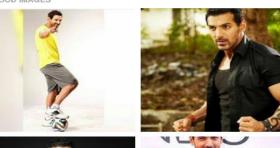
5 / year

#### PERSONAL INFORMATION

Occupation-Business

Location-Fulham, London Age-25 to 35 Gender-Male

#### MOOD IMAGES







#### EXPECTATIONS

## Expects;

- 1. Good quality products
- 2. Good service

#### Do not expect;

- 1. Very high price
- 2. Extra service charges

JOURNEY MAP

# Consumer journey map

