



Meet Lisa, She is a 34 year old women, married , and a mother of 2. She has decided that taking her family to Walt Disney World this summer would be a great family vacation. She will rely on the computer to get most of her information to book a trip, however influences from friends and family who have gone to Disney World will play into her decision making process.

➔ = Direction of journey.

💬 = Thoughts and Feelings.

Awareness: Advertisement for Walt Disney World comes on the television.



How much is that going to cost me.

That looks like fun, we should go this summer!

I want to go there!

Consideration: Mom goes online to find out more information. Where they will stay, for how long, and things to see and do. She will visit the waltdisney-world.com website for more information.

MOM.... I want to stay somewhere with a cool pool!

What's the price? How are we going to get there? How are we going to afford this?

This is overwhelming!

Where do I start? So much info...

I need help...

Mom needs more help, so checks out Disney blogger sites, and consults friends and family for advice.

Purchase: Mom Decides, she has made a decision on when they are going, where they will stay, what they will see and do, and how much it is going to cost.

This better be worth it. That drive is going to be tiring.

I hope we have fun. Oh, I have to make ride and dinner reservations. This is exciting!

Yippy!

Uses/Services: Mom Calls customer service ask about Fast passes, and makes dining reservations before arriving.

They seem nice...

This is getting frustrating

Why did she put me on hold?

Oh good figured it out! All set to go!

Loyalty: Family has a great time! They take pictures and post them on all their social media sites.

This was worth it. Let's go again next year!