Avery

Customer Journey Maps

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SITEWORX

Overview

What is a Journey Map?

A journey map examines the stages that a user persona goes through while engaging with your company's website, at every critical touch point. At each stage, we consider what the user would be doing, thinking, and feeling.

In the design process, we use journey maps to identify opportunities to improve the user's experience as they interact with Avery on the web.

The journey maps in this document can help our design team and product stakeholders envision:

- Goals that your customer segments are trying to achieve
- Steps that they go through in trying to achieve those goals
- Thoughts and concerns that a user may have at various touchpoints
- Emotional state of the user as he/she moves through the experience

Journey maps can help Avery's product, marketing and web teams get into the mindset of a user persona and step through each scenario as the persona would. Along the way, we identify areas for improvement to the customer experience.



Jan Westoff / Hybrid Mom
Consumer Market



Bobby Jenkins / Print Shop Owner
Printer Market



David Greenly / Plant Operations Manager
Industry Vertical Market



Emily Brinker / Bead and Jewelry Shop Owner
Small Business Owner Market



Mary Stevens / Office Manager
Office Market

Journey Maps

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Jan Westoff

Hybrid Mom

Journey Summary

Jan is planning a superhero themed party for her son's fifth birthday. Jan has done some scrap booking and is crafty. She thinks it would be "special" to make the decorations herself instead of buying something from store. Also, nothing she has seen in the stores matches what she has in mind.

Age:	35, Female
Education:	Degree in Creative Writing, Chapel Hill
Job:	Social Media Specialist at a marketing firm.
Company:	CapStrat
Location:	Pasadena, California
Represents:	Home market consumers

STAGES

Awareness → Research → Experience → Loyalty

DOING



Awareness

Jan looks for inspiration on **social media**. She checks out the Pinterest/Instagram/ bloggers that she follows.

She sees a few ideas that catch her eye, and she notices that some are tagged with Avery product numbers.

Jan is familiar with Avery from mailing labels but had no idea they had so many other offerings.

Jan thinks it's possible that she can create the decorations herself. She bookmarks some of the designs she likes best.

Research

Jan goes back to her bookmarks and follows one of them to **Avery.com**. The link takes her to a gallery of templates with birthday themes.

As she starts looking through the gallery she sees that Avery offers most if not all of the things she had on her list of items needed for the party. She registers for a MyAvery account so she can use **Design and Print Online**.

Jan sees she can import mailing lists from places like **Google** and **Constant Contact**. She has all of her personal contacts in Google Docs.

Jan intends to print the invitations and mailing labels at home. On the product pages of the labels she needs she sees a link to **Amazon**. She follows the link and orders the labels through Amazon.

Experience

Jan starts working on her decorations on her laptop. She sees that **MyAvery** lets her save her designs. She can even apply them to other products.

She does not have time to finish all of her designs before she has to take her son to soccer practice, so she saves her project.

At soccer practice, Jan pulls out her **tablet** with the intent of browsing more Avery options. She logs in to her account and is pleased to see that the Avery tools function on her tablet. She see that she can import images from her **Picasa** account.

She sends her designs to be printed through **WePrint**.

After practice she gets the adress of one her sons new friends. She adds that to her mailing list from her contacts.

Loyalty

Jan's WePrint order arrives and looks great. She printed her mailing labels and invitations on her home printer.

Her project, mail merged with invitee info is saved to her My Avery account. She can always go back and use that for future parties.

The next week, she gets an **email** from Avery reminding her that Easter is coming up. It has a link to a gallery of Easter themes and a discount.

Later, Jan is working on a **company marketing event**, planning all the collateral that they'll need, like name tags, table cards and personalized binders . She remembers that Avery integrates with **Constant Contact** and decides to see if they have what she needs to make the collateral from her company's contact lists.

THINKING



There are so many great looking ideas out there that people are making themselves. I want to do this too, and create something unique for my party.

Wow, Avery does a lot more than make the mailing labels I know.

I wonder if they make all the options I need? I want everything to match.

It looks like I can do most of the things myself.

Avery has templates for everything - invitations, address labels, favor labels, sweet table labels, even cupcake toppers.

It's such a relief that I can use my Constant Contact mailing list. I was afraid I was going to have to add all those addresses.

These online tools are great, I can really let my creative vision shine through.

I like that I can work on these designs where ever and on what ever.

The fact that I could link right through to Amazon was great, that saved me a trip to the store.

I really like that I can have everything saved. I may not use this exact design again but it will be a great starting point for my next party.

Importing contacts was so easy last time. I'll bet I could use this to pull together everything I need for the marketing event!

OPPORTUNITIES

Social Media Link Backs

By linking directly from Pinterest (and other social media) to products on Avery's site, customers can immediately get started on a project that the Pinterest board may have inspired. The more direct and relevant the link, the better!

Put Out the Welcome Mat

Give your customers very clear signposts when they arrive at your site. Let them know that they came to the right place, no matter where they enter your site.

Purpose-based Browsing

Group templates by purpose so that customers can quickly find what they need for their event or project. (Currently these selections are only visible once Design and Print Online have been launched or through the seasonal ideas call out.) Placing them in a scannable gallery allows users to zero in on the type of project they are looking for.

On-line purchasing options

Linking directly to on-line vendors gives customers easy ways to purchase. The ability to add multiple products needed for a project to a shopping cart that could be transferred to a vendor would be a valuable resource for users.

Lower Barriers to Entry

Currently the templates in Design and Print Online require a registration step before they can be used. Postpone this step, so that customers can immediately see Avery's offerings—and be tempted to use the Design and Print Online feature! Once they begin a project and wish to save they could be prompted to register.



Bobby Jenkins

Print Shop Franchise Owner

Journey Summary

Bobby owns a small printing press and wants to expand his business by catering to the labeling needs of local/ regional food manufacturers who distribute their products in the small groceries and markets. He already has a few clients that use him for their packaging needs but wants to branch out.

Age:	55, Male
Education:	Two Year Degree, Wake Tech
Job:	Owner
Company:	Sir Speedy Press
Location:	Raleigh, North Carolina
Represents:	Printers

STAGES

Awareness

DOING



Bobby has a few customers who are labeling jams and jellies for sale. He believes that this market has good potential and would like to expand in it.

He's not in the market to buy new equipment, so he needs to find a way to do this with his current Ricoh dry toner printers.

Bobby learns about the new Avery die-cut label paper in the latest **Lindenmeyr catalog**. It sounds interesting, but he's not sure it's right for his customers. He scans the QR code with his **phone** and goes to a **mobile** version of **Avery.com**.

The product looks interesting, so he emails himself a reminder check into Avery later that evening.

THINKING



I'm excited about this idea but I need to learn more about labels before I put this idea in front of clients.

These labels from Avery look interesting but before I stock up I want to see if my clients would really use them.

Research

After work Bobby grabs his **tablet** and visits **Avery.com** to look for information. He sees a secion of the site for **Professional Printers** and goes there. He sees the product catalog has a wide variety of offerings but he's only interested in products certified for his printers.

He sees he can filter the products to only see **Ricoh certified options**.

Bobby sees five different products he would consider carrying. He notices that Avery offers a larger variety of finishes and die-cut shapes than other suppliers.

He also notes that there are some additional functional features like easy-peeling pop up labels that his customers might like.

These look promising. The fact that they are certified for my printer takes all the guess work out of it.

Plenty of options here, no worries if I get asked for something special.

Experience

On the product page for the Oval die-cut label product, Bobby sees that Avery offers a downloadable 1-UP Adobe file with safe and trim areas identified.

Bobby also sees that Avery also offers an extension in **Adobe Creative Cloud** that offers all of the templates in one place. He sends a note about the templates to his **designer**. It sounds like an easy way to always find the correct AveryPRO template in a pinch.

Clicking on the "Avery Solution" tab shows Bobby customizable PDFs of the Avery products being using in specific applications like food & beverage, meetings & events and education.

Bobby sees that a **sample kit** is available and submits his request for one.

Looks like setting files up for these labels will be a breeze, since it integrates right into Adobe's products. Designers are going to love that.

With the right template, I will get art that fits the labels, without having so much back and forth with designers.

These samples will let me see for myself how good these products are.

Loyalty

Bobby receives his sample kit. He sees Avery offers full sheet PDFs of art work ready-to-print for each of the different label shapes. He downloads the artwork and imposes the full sheet of pre-designs. The end result looks great.

He decides to order some labels through his current paper merchant.

Bobby decides to download all of the offered PDFs so he can send them to his customer base in his next **marketing email.** He notices a **Dropbox** icon, and realizes he can save them to his office Dropbox account.

Bobby gets an order for labels and receives a 1-UP design using Avery's 1-UP template. A visit to the Avery site provides Bobby full sheet coordinates for the product he intends to use. This makes his setup quick and painless.

I'm excited. This could be the start of a whole new service area for me!

All these different options should allow me to fill any labelling need a customer brings in.

The templates and specs make these jobs easy and bulletproof to run. I will printout some samples to show walk in customers.

OPPORTUNITIES

Treat Printers Like VIPs

Creating a section of the site for commercial printers would allow you to provide samples and services line help directly to your printer customers.

Offer Meaningful Ways to Browse

Group product offerings not only by purpose but by compatible equipment, size or any other specs that are important differentiators to printers.

Provide Them with Sales Tools

Help your printer customers sell to their customers by providing a gallery of finished products and allowing them to order samples of these. Include physical sales support collateral with samples and orders.

Cloud-based Solutions

Educated your Printer customers about the cloud-based software and services that can make THEIR customer's jobs earier by seamlessly integrating with the tools that they already use.



David Greenly

Plant Operations Manager

Journey Summary

David is the Plant Operations Manager for a chemical company that manufactures agricultural chemicals. David is responsible for ensuring that all variants are labeled correctly for both regulatory requirements as well as use and research. He is concerned that the labels they are using may not meet new regulations.

Age:	48, Male
Education:	Chemical Engineering Degree
Job:	Plant Operations Manager
Company:	AgFarm ChemTech
Location:	Pittsburgh, Pennsylvania
Represents:	Industrial

STAGES

Awareness

DOING



In light of an upcoming regulatory review, David checks to see what the new label regulations are.

David knows Avery makes labels. His company uses Avery labels for shipping and Object Identification. He wonders if they could be a resource, but is not sure if they make the labels for **chemical labelling applications**.

THINKING



I guess we are going to need new labels to remain compliant. Not sure what we are going to use.

Research

After some web research, David learns that his company's existing labels don't meet the durability standards or color requirements.

David does a **Google search** for chemical-compliant labels. He clicks on a ad for Avery Chemical labels.

The Ad take David to a page in **Avery.com** about chemical labeling which explains their standards for compliance.

David is pleased that the page not only covers which labels are compliant but also has details like what **temperatures** a label will work in and what **substrates** it adheres too.

He sees that he can filter and search on those terms as well.

They seem to understand our business... so that's encouraging.

Avery provided a lot of information about their labels. With this kind of search functionality I'm sure I can find the right label.

Experience

Now David needs to figure out whether Avery has the sizes he needs and if they have templates that will work with his existing software and printer.

He verifies that they carry the sizes he needs and then starts looking into templates. He sees that Avery actually offers a free, **GHS cloud-based software** and a wizard that steps a user through making compliant labels. The software also stores his templates, for free.

This sounds better than David's current desktop software, so he registers for a free account. He sees the software can be used on and off-line.

He orders some **samples** of the Avery labels online.

If these samples work, we can re-label in time for the upcoming review.

And these GHS software tools could help us make sure we don't fall out of compliance again!

Even if we decide not to use Avery's software I can see they have templates for our existing software, and lots of other applications.

Loyalty

When the sample labels arrive, David is impressed at how much better they look and adhere than the previous labels they had been using.

He's curious about their **heat resistance** properties, so he emails Avery's **customer support** and quickly gets a detailed response about the labels' heat properties.

He returns to Avery.com and orders stock to cover his labeling effort.

David suggests to the head of his department that they switch all of their chemcial labes to Avery. He also recommends they start using Avery's GHS software.

These labels are definitely better than what we were using. No more peeling or fading, and we can be sure that they're compliant. We need to be using these across the company.

I think this software might be a great solution for out company. I noticed that for a small subscription we could have access to real time regulatory guides.

OPPORTUNITIES

Target by Industry

Use industry-specific keywords to drive people to area content on your site that is clearly aimed at Industry level products.

Breaking industrial labeling down in to subsections by application would let customers more easily see which products match their needs.

Create rich, application-based landing pages

To attract new niche customers, build out content around their specific needs and requirements.

Consider Existing Environments

A tool that matches Avery products with industrial label makers would let customers see which products they can use easily with their existing equipment. And educate them on affordable alternatives!

Specialized Support

Let prospective customers know that Avery offers support to address their industry's specific needs and challenges.



Emily Brinker

Small Business Owner

Journey Summary

Emily has been making soaps and lotions, and selling them at her local farmer's market. She has previously used Avery Design & Print Online for her label designs, but has always done her own printing. Recently, Emily has started selling her products on Etsy and Ebay and her business has grown quickly. She needs a better way to make labels so that she can keep up with demand.

Age:	41, Female
Education:	Degree in the Fine Arts, East Carolina
Job:	Bath & Body product maker
Company:	Fragrance
Location:	Chapel Hill, North Carolina
Represents:	Small Business Owners

STAGES

DOING



THINKING



Awareness	Research	Experience	Loyalty
Emily has used **Avery Design and Print Online** in the past. She created her labels online and printed at home. She was always happy with the quality she got from her Avery products but she knows that with all this new business she will require a better printing solution. Emily needs business cards as well, since she plans to include those in packages. While using Avery's Design and Print Online tool, she sees a information about **WePrint** saying that she can have her designs printed by Avery and shipped directly to her.	Later, Emily goes to **Avery.com** to explore printing options and navigates to **Small Business,** thinking they might have something that fits her needs. She decides to try a small batch of labels and business cards, to see how she likes the print quality. Along the way, Emily also sees information about **ordering** products and decides to look into that as well.	At this point Emily still uses the option to print on her own printer for her branded materials. Emily has just hired an assistant and wants to provide her access to the designs she has created. She creates **Avery Group** to share with her new assistant so that the assitant can open the projects, make adjustments to the lot numbers/expiration dates and print.	Emily gets interest from a regional grocery, but they request she improve her packaging. She hires a graphic designer. Emily creates a shared login for her designer on MyAvery so that the designer can access her existing templates. Emily decides to use MyAvery to print the labels. After a success placing her products in the stores, Emily gets a large order. The order will need a 3rd party packaging vendor who uses **roll labels**. After a quick call to Avery rep, Emily discovers she can move her label design over to rolls in WePrint. Emily gets an email from Avery about **food security labels** that detect when products have been opened. She decides to order some of these and test them.
Printing my own lables has been pretty easy in the past but it just doesn't scale well. I'm getting tired of running out to Staples for new labels and printer cartridges all the time!	*OK, it looks like Avery does make solutions for all my labeling and packaging needs. I was concerned that I might have to go to different suppliers to find all the stuff I need. That would have been a headache.* *Also the ability to order in bulk will be great. No more running low on labels and scrambling to print them to get the orders out.*	*I like the option these tools provide me for printing because right now I feel more comfortable printing things myself.* *I love that I can save my designs and go back to order more as I need them. The fact that my new assistant can access the projects is perfect.*	*Having my designer able to add to my MyAvery account means that we can still print our new designs however we want.* *I like that Avery can grow with me.* *The food safety labels could be perfect for my organic body products!*

OPPORTUNITIES

Lower Barriers to Entry

Currently the templates in Design and Print Online require a registration step before they can be used. Postpone this step, so that customers can immediately see Avery's offerings—and be tempted to use the Design and Print Online feature! Once they begin a project and wish to save they could be prompted to register.

Provide Proof

The ability to see the finished product will matter to a customer that is planning on ordering things in quantity. By offering a new customer a "proof sample" WePrint users can see what the finished product will look like which will ensure them that they are getting the quality they want.

Easy Colaboration

Offer easy ways for your small business customers to share their project information with colleagues, designers and printers. Avery should feel like an integral part of their small team.

Smart Marketing

By leveraging customer analytics, Avery can follow on transactions with meaningful marketing. Educate your customers on the latest technologies that can help their business grow.



Mary Stevens

Office Manager

Journey Summary

While Mary has been handling the office admin duties at Carter & March, she is always on the look out for better and more efficient ways to do her job. Recently, she was asked to handle the planning for a client event including mailing labels and name tags. In addition, she has been asked to find a way to brand the event through things like custom binders and water bottles.

Age:	50, Female
Education:	BA in Political Science, American University
Job:	Office Manager
Company:	Carter & March Financial
Location:	Arlington, Virginia
Represents:	Professional/ Administrative

STAGES

DOING



Awareness	Research	Experience	Loyalty
Mary is familiar with Avery.com from using **Avery Design & Print Online** to create filing labels, mailing labels and printable dividers. She wonders if they have any tools that could help her create the materials for this event. A nice giveaway like a water bottle would be great. She would rather not have to go to a printer or copy shop because some things, like names tags, will not be finalized until the day of the event. She makes a note to take a look around on **Avery.com** when she logs in tomorrow to create the mailing labels.	When Mary arrives at work she logs into Salesforce.com account she sees an export to Avery button. The button generates a mailing list that is imported into Avery. Jan creates and prints the mailing labels using **Design and Print Online** and prints on her printer. While creating the mailing labels, Mary notices a section called **promotional materials**. She is happy to see they not only have binders, but they are fully customizable. She starts creating a design but realizes she needs to get the company logo. She sees they also have items like **water bottle labels**. She makes a note to buy some water and create a design for that as well. When she saves her design, she gets a discount for her first WePrint order. The discount is saved in her **MyAvery** Account.	The next day Mary uploads her company logo to her project and adds it to her binder designs. She applies that design to the water bottle labels and adds that to the order. She sends the binders to be printed through WePrint. She finalizes her project and submits it to be printed with WePrint. She notices the project is saved to her account. Mary waits to print the name badges until the day before. She uses Avery Design & Print Online and her finalized attendee list from Salesforce.com. She prints these off on her office inkjet. She also notices that Avery has a new organization product called **UltraTabs**. She vaguely remembers a product like this but these seem different and better. She orders some to try out.	The mailing labels, name tags, water bottle labels and binders all came out looking great. She is really happy that she could use the same designs across all the materials and have them look great regardless of how they were printed. The UltraTabs Mary ordered are working out well and have made it easier for her to keep things organized. Later, Mary is researching how to make **branded binders** customized for the company's service offerings. She remembers seeing information about binder printing on Avery.com and decides to check it out.

THINKING



I hope Avery has something that will help me do this. I have been happy with their tools so far. *I need a lot of different things for this. Can I really find all this in one place?* *I need to be able to print some of these things myself because they will have to be printed "day before".*	*Wow Avery has a lot more to offer than just mailing and organizations labels.* *I really like the fact that I could import my Salesforce.com list. I know that is the most current list.* *Maybe I can find all the items I need here, that would be great. I would not have to manage multiple orders.*	*I like that I can print some of these items myself while I have other items printed professionally.* *Its great that all these items are getting saved. I know I will want to use them as a basis for my next event.* *I wonder if these new tabs will work better than what I have now.*	*Avery really helped me add the finishing touch to this event, and those water bottles and pens came out great. The fact that I can order more for our next event using the same design will come in handy.* *I really like how these UltraTabs work, I need to check out what else Avery has to offer.*

OPPORTUNITIES

Targeted Ads to Increase Share of Wallet

Target customers who are purchasing Avery products through retailers and/ or searching for Avery branded terms, to raise their awareness about Avery's other services, like design and print online.

Market Design and Printing Services by Application and/or Purpose

When customers first engage with We Print, make it easy for them to find templates and products related to their particular application or use.

Coupons for Cross/Upselling

As soon as customers choose a product path, offer information and enticements about other relevant products and services. Let customers know that the more products they purchase from Avery, the better value they get.

Application-specific digital filing system

Consider providing application-specific digital storage solutions. Many office administrators want to go 'paperless' but face challenges in doing so. Provide them with tailored solutions to support that transition so that their relationship with Avery will continue in the paperless office.