

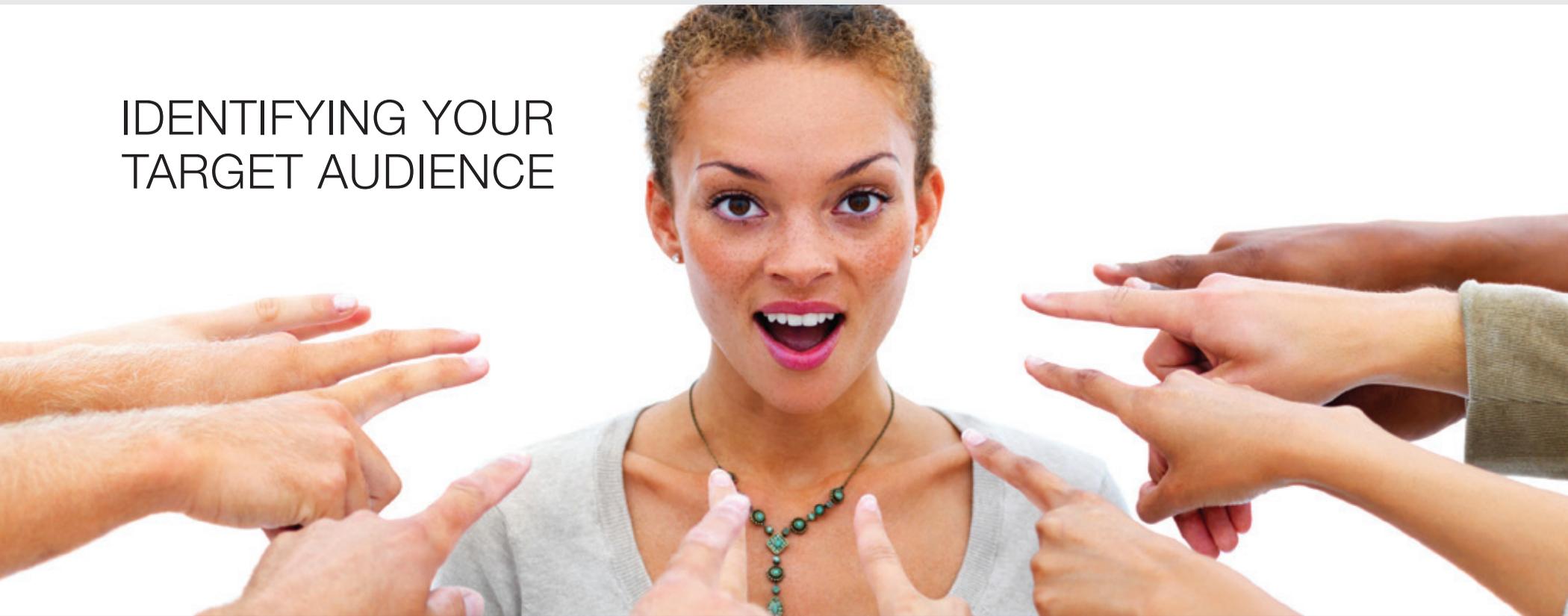
INTRODUCING

Experience Mapping™ Customer Research



THIRD PERSON
ADVERTISING & WEB DESIGN FROM YOUR CUSTOMER'S PERSPECTIVE

IDENTIFYING YOUR TARGET AUDIENCE



Experience Mapping™

It's hard to talk to your target audience if you don't really know who those people are.

Third Person's unique, proprietary process called Experience Mapping™ can help.

Introducing Experience Mapping™ — a strategic process created by Third Person's founder, Michael Caughill, that allows us to create advertising and web sites from your user's perspective. As a result, your marketing strategies are more focused, hard-hitting and, most importantly, successful.

Experience Mapping has five phases.

1.) Identify ALL the possible customer groups.

These include anyone who interacts with your company, from end user clients to distributors, vendors to reporters and more. Groups can be identified by their:

- a. Demographics
- b. Psychographics, and/or
- c. Purpose for engaging with your business

2.) Define the customer's life cycle within your business.

- a. How does your customer typically find out about you?
- b. Why would they be interested in learning more about you?
- c. Why do they initially buy from you?
- d. Why would they continue to buy from you?
- e. Why would they stop being a customer?

3.) Confirm client expectations and experiences.

This is the most crucial step in the Experience Mapping process. In this step, we engage your customers in actual conversations. We talk about how they first learned about you, why and how often they come into your stores or visit your web site, what problems you solve for them, what you do better than anyone else, and what you could do better. With thought-provoking questions and the natural flow of conversation, we learn their thoughts and experiences that could never be revealed in with a standard telemarketing survey.

4.) Rank the importance of all tasks.

With the information gathered from the client and your customers, we rank the tasks by their importance to your customers. Which are crucial to their relationship with your company, and which are just nice to have, but not critical to meeting their needs. We also rank tasks from the company's perspective, and then weight the results.

5.) Create an Experience Map.

By layering ranked task paths on top of each other, Third Person creates a customer "experience map" that outlines all the experiences your various users expect from on you. This Experience Map then acts as a blueprint for building effective and efficient marketing strategies.



A Unique Perspective

Most advertising agencies and web designers speak in the First Person. They say, “I can do Flash. I know PHP. I cost an arm and a leg.”

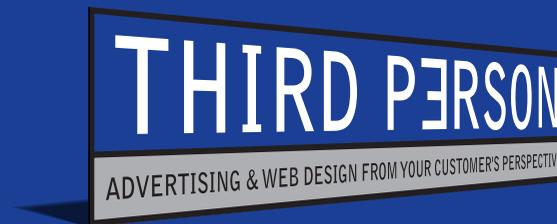
Some firms are farsighted enough to speak in the Second Person. Typically, they spend most of their time asking about you and your company.

“How can we help you? What do you want to do? How much can you afford?”

However, we named our advertising and web design company “**Third Person**” to remind us that our real task is to see things from **your audiences’ point of view**. **THEY** are the customers who buy your product or use your service. **THEY** are the donors or investors who give you money. **THEY** are the employees who fulfill on your offer. And **THEY** are the ones who will ultimately **make YOU successful**.

Whether we design an elaborate web site, a simple direct mail postcard, a television commercial, or any other marketing or advertising strategy for you, we always start by asking questions about the all important Third Person, such as “Who is this for?” and “Why should they care?”

By always approaching advertising and web sites from the end user's point of view, we create unique, effective, and compelling strategies that speak directly to THEIR needs and help YOU succeed.



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