

# Kahvini Customer Journey

Awareness by:

Marketing  
News  
Friend or Coffee Pro  
Lands on Home Page

Explain:

How it works  
Discover Your Taste

How to Create and  
save a blend  
NO PURCHASE

Goal:  
Order a Tasting Kit

Intrigued

Moves to order by:

Made a Blend  
Received a Blend as  
a Gift

Explain:

How easy Kahvini is  
How reliable Kahvini is

Orders arrive on date  
needed

Goal:  
Order first blend

Testing

Moves to SUBSCRIBE  
by:

Dial In a Blend  
Give a Blend as a Gift  
See how frequently  
Blend has been ordered

Explain:

Blend is ordered by  
Frequency

Subscription can be  
suspended or dilated

Goal: Subscriber

Invested

Moves to Evangelize  
by:

Reliable Subscription  
New Coffee Taster  
Frequent Flyer  
Free Gift Blend

Explain:

User is in vanguard

User enjoys  
CUSTOM coffee,  
a la wealthy

Goal: Evangelist for  
brand

Evangelist