



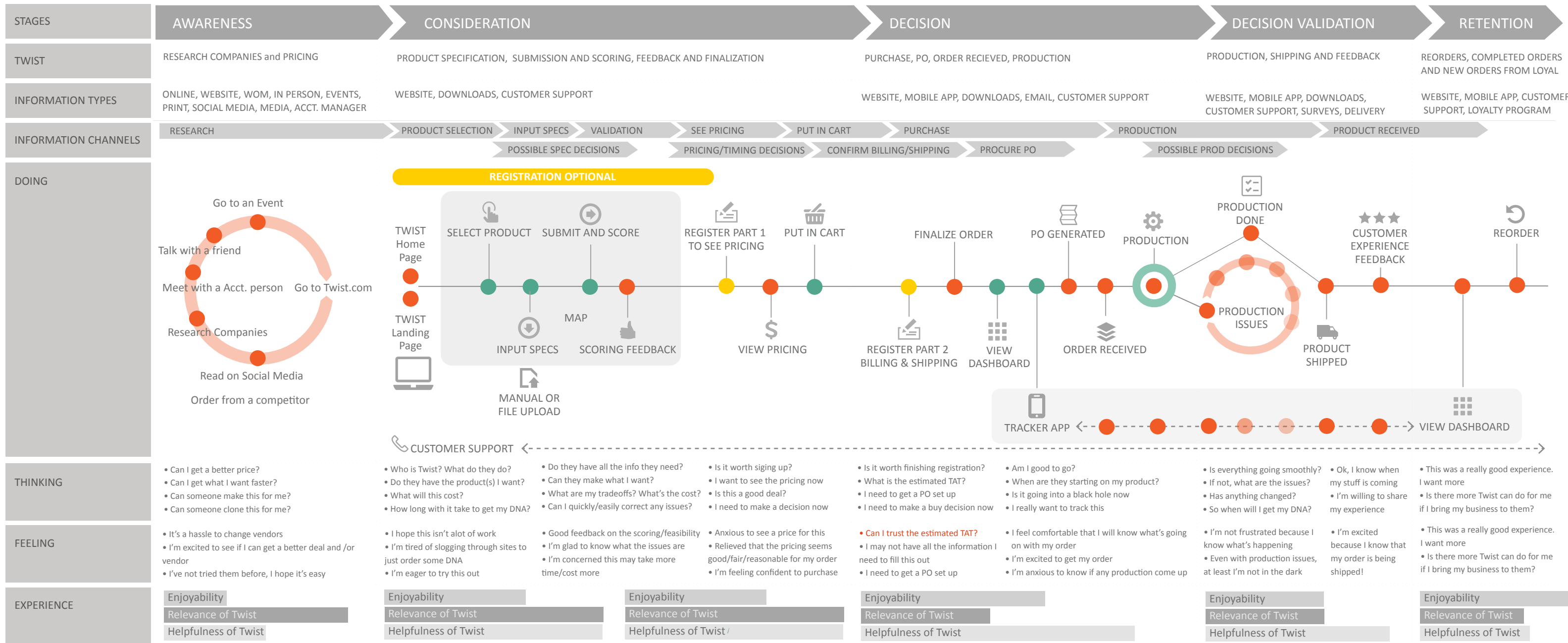
CUSTOMER JOURNEY
FIRST TIME USER, LEONARD, LAB XYZ
 Digital Products, Nov. 10, 2015

Leonard has worked at XYZ Labs for the last 6 months. He is responsible for the 5 person Lab team and has been purchasing the DNA for his Lab through Gen9. He heard about Twist at a Conference he attended this year and wanted to try Twist out. He wants a good price plus is tired of waiting for his orders, as Gen 9 and others he has ordered from, never give him status updates. He is frustrated with the process (or lack of) and wants better customer service, along with a good price for all the DNA he orders...

Guiding Principles

- People order DNA from companies based on best price, delivery time, quality and customer service.
- Ordering the DNA is only one part of the people's larger research or commercial process.
- People want their purchases to be a personal combination of high quality, cost effective and on time.
- People value service that is personal, efficient and trackable.

Customer Journey



Opportunities

GLOBAL	PRODUCT SELECTION, INPUT, PRICING AND PURCHASE	ORDER, TRACKING, PRODUCTION and SHIPPING	POST ORDER, RECEIVING AND REORDER
Ensure the messaging throughout is clear, that consumers can easily understand the company, Twist products and/or services, and value proposition.	Help users get the help they need through as many options as possible and/or appropriate, i.e. email, zendesk, chat, emails, phone, etc.	Approach Order tracking as major part of the customer support effort and make it available across multiple channels. Communicate status clearly at all times.	Gather feedback in a non-abusive way after order arrives. Look for ways to incent people to give feedback (loyalty points)
The homepage and whole site should appear trustworthy , and invite consumers to progress through the funnel towards	Effective feedback on scoring is critical to solving issues so user doesn't get stuck. Remove as much friction (file formats) so any extra steps are eliminated during input.	Use Dashboard as hub for status, options and communication. Enable Tracker as mobile channel for user. Keep both as consistent while utilize best of each channel.	Implement a loyalty program to award users for reorders and usage. Create incentives to share and be a evangelist for Twist.
Address landing pages , since many consumers reach sites via search engine or another source that does not lead them directly to the homepage.	Set expectations for next steps as much as possible. Be helpful and proactive about giving them ability to prepare for offline or more complex steps ahead.	Use imagery, graphics and visual markers for communication and clarity to increase engagement, address international orders and differentiate the experience.	Use enthusiastic customer feedback to gather more information about product extensions and direction without getting in the way of their primary experience.
Analyze category, subcategory, and product page architecture to ensure all users can easily follow the site's navigation and structure .	Pricing needs to be presented as clearly, and as quickly as possible. This is one of users most anticipated decision dependent steps along the funnel. Need to get user here as fast is highest priority.	Arm customers with information for making decisions. Problem solving production issues with customers requires a set of responses and choices so the user understands how to move forward.	Improve and optimize the reorder or purchase process for returning users in as many ways possible