



TECH SAVVY TIM'S 6-MONTH HAIR CARE JOURNEY WITH HIMS.COM

CUSTOMER JOURNEY MAP
BY: DAMIEN PRESSLEY



EMOTIONS

AWARENESS
CONCERN OVER
HAIR LOSS ISSUES
WHEN HE NOTICE
HAIR LOSS



INFORMATION
OVERWHELMED BY
POTENTIAL SIDE EFFECTS
OF HAIR LOSS
TREATMENTS



SELECTION
EXCITED ABOUT THE
PROSPECT OF TRYING
HIMS' SHAMPOO AND
CONDITIONER



PURCHASE
SATISFIED WITH THE
DECISION TO SUBSCRIBE
TO HIMS HAIR CARE
WASH KIT



DETERMINATION
STILL FRUSTRATED
ABOUT POTENTIAL SIDE
EFFECTS FROM HAIR LOSS
TREATMENT



LOYALTY
HAPPY WITH THE SHAMPOO
AND CONDITIONER RESULTS,
TIM FURTHER ENGAGE WITH
R/HIMS ON REDDIT



TOUCHES

AWARENESS
GOOGLE SEARCH FOR
BEST HAIR LOSS
TREATMENTS



DAY 1

INFORMATION
READING HIMS' PRODUCT
DETAILS AND POTENTIAL
SIDE EFFECTS



DAY 2

SELECTION
ADDING THE SHAMPOO AND
CONDITIONER KIT TO THE
CART



DAY 3

PURCHASE
COMPLETING THE
CHECKOUT PROCESS AND
RECEIVING THE ORDER



DAY 10

DETERMINATION
NAVIGATING HIMS'
WEBSITE FOR DETAILED
TREATMENT INFORMATION



DAYS 10-30

LOYALTY
ENGAGING WITH THE HIMS
COMMUNITY ON REDDIT,
EXPLORING FURTHER
PRODUCT OPTIONS



DAYS 31-183



ENHANCED CLARITY

- ON TREATMENT SIDE EFFECTS
- DURING THE INFORMATION STAGE

POP-UP ON PRODUCT PAGES WITH
COMMONLY ASKED QUESTIONS, INCLUDING
ONE ABOUT SIDE EFFECTS, AND A LINK TO
A FREE CONSULTATION.

ENHANCE BRAND AWARENESS

- HEALTH AND SAFETY TRANSPARENCY
- CUSTOMER SATISFACTION INITIATIVE

ADD VIDEOS SUCH AS CONSULTATION CLIPS,
PROVIDER INFORMATIONAL VIDEOS, AND CUSTOMER
BEFORE-AND-AFTER VIDEOS, WITH THEIR STORIES.

My first steps were reviewing previous assignments to pinpoint Tech Savvy Tim concerns. After identifying hair loss as my focus, I thought of how Hims website can address that issue and any pitfalls Tim may have in accomplishing his goals. It was important to collect challenges, so I can conduct a storyline. Therefore, I took notes and copy and paste info from Hims.com to later analyze to conduct a storyline. My thinking was to have Hims solve Tim's early signs of hair loss complications. The empathy map main keyword was "hair loss treatment," so I knew I had to choose hair loss as the pinpoint. Also, Tim persona paint the picture of someone who cares about their appearance, socializing, and health and wellness. Therefore, having long hair that's thinning at the crown could be a hit to his self-esteem. Overall, Tim's goals, lifestyle, and personality based on the persona suggest he wouldn't accept his hair loss.

Next, I went to Hims website to walk through the site to understand the process of getting Rx treatments. I discovered a usability issue and read the side effects. I didn't like when you click hair loss on the home page, a page offering chewable or spray medication was offered, with limited information. On the same page, it's a link to the side effects, which were itching, burning, and redness for Topical finasteride 0.3% & minoxidil 6% spray (Hims, 2023). While the oral medication has sexual health complications, lightheadedness, leg swelling, and insomnia side effects (Hims, 2023). I realize those side effects will make Hims RX treatments an unqualified match for Tim's persona. For instance, the spray side effects would bring attention to Tim's bald spot, while irritating him. At the same time, the oral medication can warrant new health issues that can interfere with Tim's employment and health.

Looking into Hims hair care products was the alternative to making Tim a customer. The shampoo and conditioner kit didn't come with any warning labels; therefore, I predict Tim would be curious about the volumizer kit, for many reasons. Such as, Tim wanting a product that will strengthen and grow his hair. Also, he will value the benefits of Hims wash kit over his traditional shampoo. Plus, his health and wellness lifestyle will give him the perspective he's making the right choice, by subscribing to the wash kit for \$30 monthly. So, now that I establish Tim's issue and a direction to address them through Hims, along with Hims possible roadblocks, I knew I was ready to conduct a story. Therefore, I establish the stages of the journey and filled in the info based on my previous research.

As I was writing the staging of the journey, I got the idea of making a marathon theme. Because Tim isn't looking for a quick fix because his high value personality. Also, he earns six figures and like expensive brands like Gucci and Prada. I looked at marathon vector images on Google for inspiration to develop a good prompt for Midjourney. I asked for an image of a marathon board game in Washington, DC. The image I chosen stood out because the guy resembles Tim and look like he's balding on the crown. The image required lots of editing to fit my research. I had to draw lots of boxes, color match colors, and color out symbols and text. After cleaning the original artifacts, I added keywords related to my previous research. Because the small boxes were not big enough for my long tail keywords, I added keywords to the game board based on Hims brand. Please see the discussion for week five that shows the before and after of the Midjourney image. Moreover, I made shapes and added lines to construct the information sections of the journey map. Afterwards, I added the info in from the story I wrote. Later, I realized, I didn't have enough room at the bottom for the outcome scenarios; therefore, I skewed the image to create the last section.

When I made the story, the suggestions were not written, so I examined my filled in image and came up with outcomes that will please Tim. Knowing a health minded person like Tim, who consider himself a thinker, would not buy anything without knowing the effects to his lifestyle, I tailored the outcomes to match Tim's character and love for technology to help people like him stay informed when visiting hims.com.

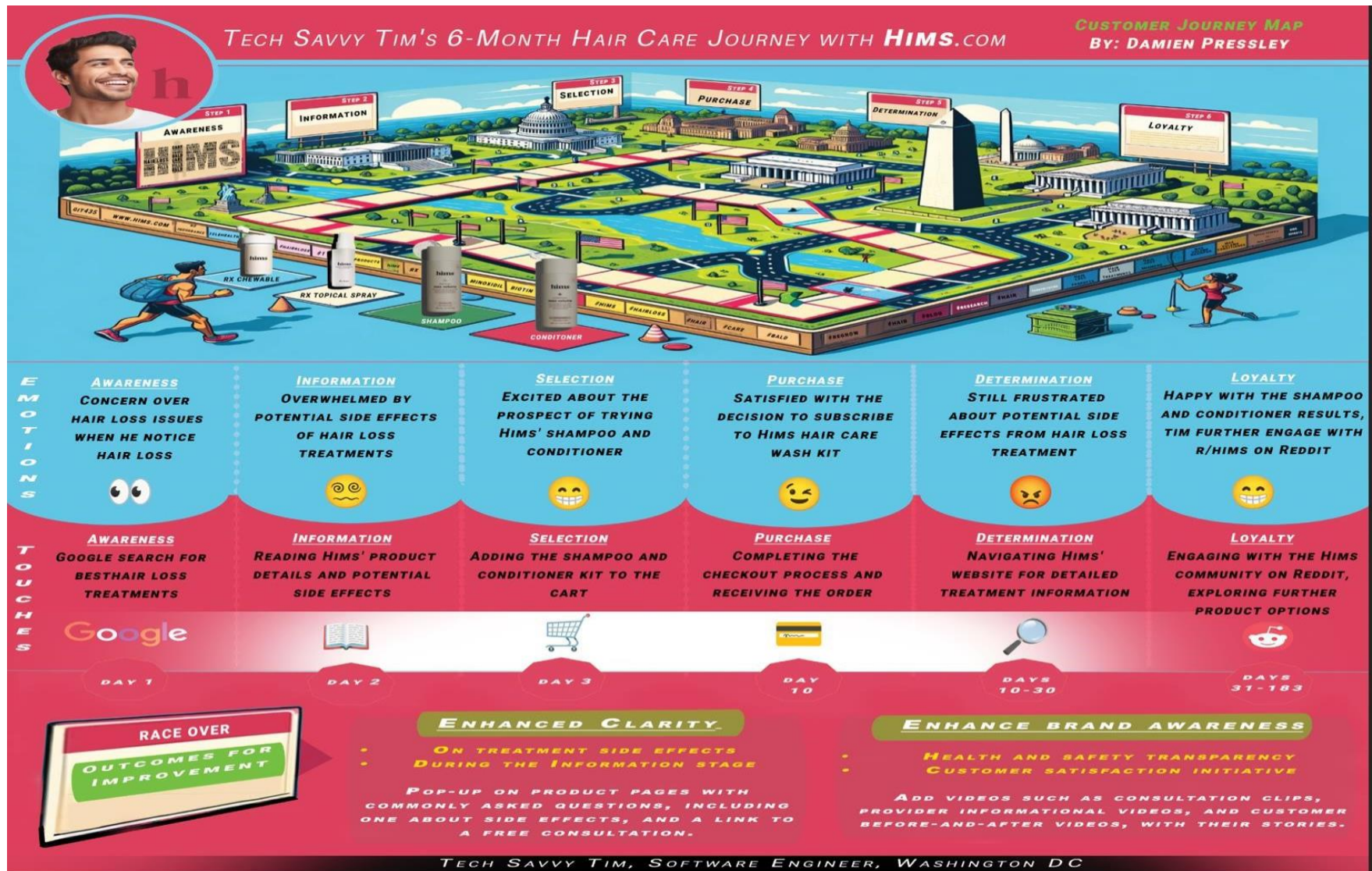
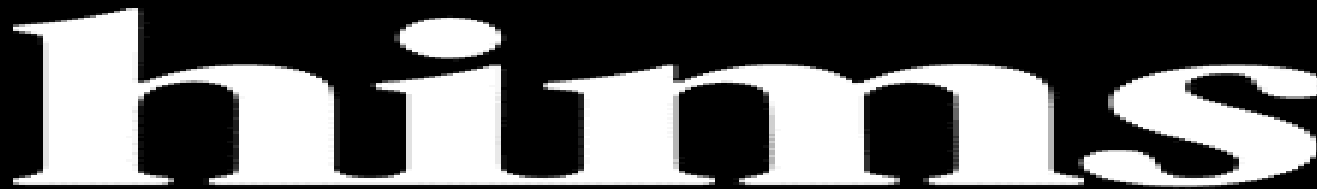


Figure 2: Show Customer Journey Map made for Hims

Journey Map

By: Damien Pressley
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The image shows the logo for 'hims', which consists of the lowercase letters 'hims' in a white, bold, serif font. The letters are set against a solid black rectangular background. The 'h' has a distinctive shape with a small loop at the top, and the 's' has a classic, slightly curved tail.