

RESULTS-ORIENTED DESIGN STRATEGY

1 • DEFINE THE PROBLEM

While fuel economy, features, safety ratings, reviews and reputation are all important considerations that contribute to a new purchaser's decision to buy a new vehicle, there is a single underlying asset which ultimately guides that final decision most — the *identity* an individual associates to the product which defines its value as a contribution to their personal life and experience. Great questions are the preface to all outstanding answers, so the following questions are posed:

- **WHAT MIGHT A CUSTOMER MENTALLY, EMOTIONALLY AND PHYSICALLY ASSOCIATE WITH THEIR NEXT VEHICLE PURCHASE?**
- **WHY MIGHT THEY CHOOSE MAZDA?**
- **HOW CAN WE DELIVER AN EXPERIENCE WHICH LEADS TO CONVERSION?**

2 • DETERMINE THE OBJECTIVES

If an identity is the central decision-making asset considered by potential customers before choosing to purchase any product, an experience must be delivered in a strategic fashion which creates that identity in advance for those customers. The following objectives are determined with regard to creating an increased conversion rate:

- **CUSTOMERS BUY IDENTITIES, NOT PRODUCTS. A PRODUCT REPRESENTED WITH AN OUTSTANDING IDENTITY WILL CREATE CERTAINTY IN THE MIND OF THE CUSTOMER THAT THE PRODUCT CAN ALIGN WITH THEIR NEEDS.**
- **DELIVERING AN EXPERIENCE WHICH ALIGNS WITH A CUSTOMER'S DESIRED OUTCOME (A COMPLIMENT TO THEIR OWN NEEDS & IDENTITY) WILL POSITION YOUR PRODUCT AS THE PRIMARY SOLUTION.**
- **THROUGH INTERACTIVE DESIGN AND RICH MEDIA, THE CUSTOMER CAN BE LED THROUGH THE CREATION OF A VEHICLE WHICH ALIGNS WITH THEIR VISION OF WHAT A DRIVING EXPERIENCE SHOULD DELIVER.**
- **THE COMPLETION OF THE INTERACTIVE EXPERIENCE WILL RESULT IN THE DELIVERY OF CUSTOMER INFORMATION TO MAZDA CORPORATE & SEVERAL MAZDA DEALERS IN PROXIMITY TO THE CUSTOMER, AND A SERIES OF FOLLOW-UP COMMUNICATIONS WHICH AIM TO SOLIDIFY THE PRODUCT IDENTITY AND THE EXPERIENCE OF DRIVING A NEW MAZDA.**

3 • DESIGN THE SOLUTION

The proposed solution will pave a pathway to the purchase of a new Mazda vehicle. The customer will be led through an interactive mobile/tablet application which guides them through the processes of: associating with an identity linked with appropriately suggested vehicles; interacting with their own version of that vehicle through the building process; converting those selections into action items for both the customer and salesperson; delivering the customer profile to a dealership in their proximity; and providing the outlet for follow-up communications through email and targeted advertising. Our solution:

- **MAZDA DREAMBUILDER: AN INTERACTIVE JOURNEY VIA IPAD AND OTHER MOBILE DEVICES.**
- **DREAMRIDE: A FOLLOW-UP VIDEO SERIES DELIVERED VIA EMAIL/WEBSITE WHICH PORTRAYS REAL EXPERIENCES BY REAL MAZDA DRIVERS.**

PRELIMINARY INFORMATION ARCHITECTURE

POTENTIAL CUSTOMER IDENTITIES



MAZDA DREAMBUILDER APP



EXPERIENCE SELECTION



VEHICLE SELECTION



VEHICLE BUILDER



POTENTIAL-CUSTOMER PROFILE & VEHICLE BUILDOUT

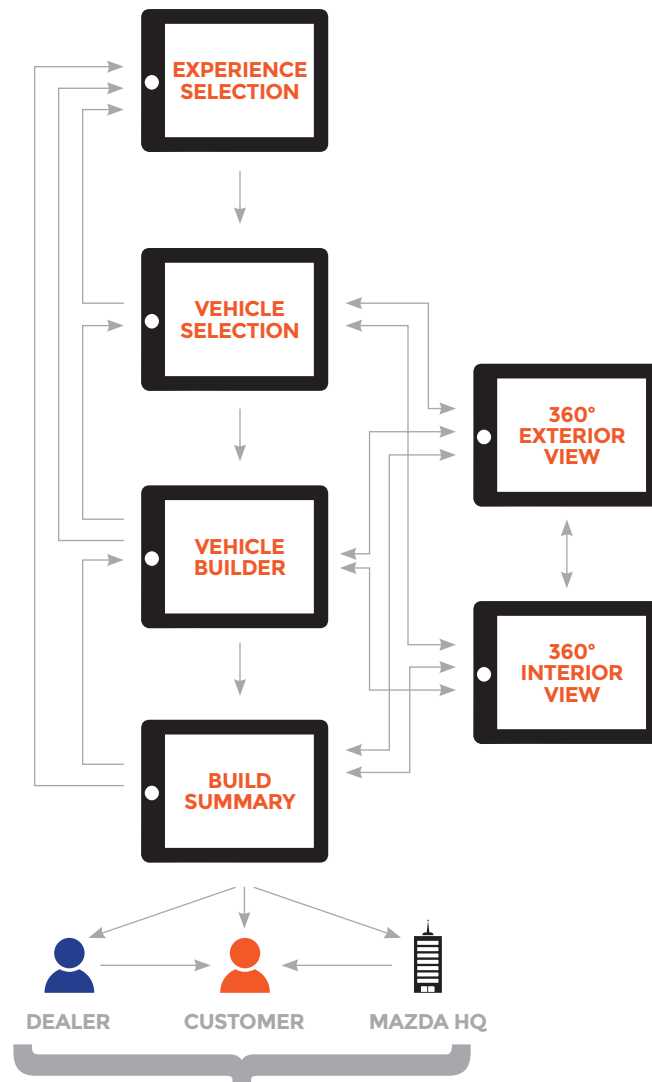


FOLLOW-UP & CONVERSION STRATEGY



PRELIMINARY APPLICATION SCREENFLOW

MAZDA DREAMBUILDER APP (PRELIMINARY WORKING TITLE)



FOLLOW-UP & CONVERSION STRATEGY

CUSTOMER PROFILING, EMAIL FOLLOW-UP, ONLINE VIDEO, TARGETED ADVERTISING, DEALER CONTACT, SALES STRATEGY, CUSTOMER CONVERSION