### **Customer Journey**

## PASSIVE CONSIDERATION.

"I want to find a car that reflects the evolution of myself."

"I want to validate if Porsche is the right brand for me."

## ACTIVE CONSIDERATION.

"I want to confirm that Porsche meets my emotional and functional needs and is within my budget."

# PURCHASE DECISION MAKING.

I want to ensure I'm "making the right decision so that I can configure a car that I'll be happy with."

## RECONSIDERATION & GROWTH.

"I want the car that meets my evolving needs."

"I want to make sure I'm making more informed decisions."

#### OWNERSHIP.

"I want to enjoy my car as a part of my lifestyle."

### ONBOARDING.

"I want to feel comfortable with all the features that my car has, so that I can make best out of my car."