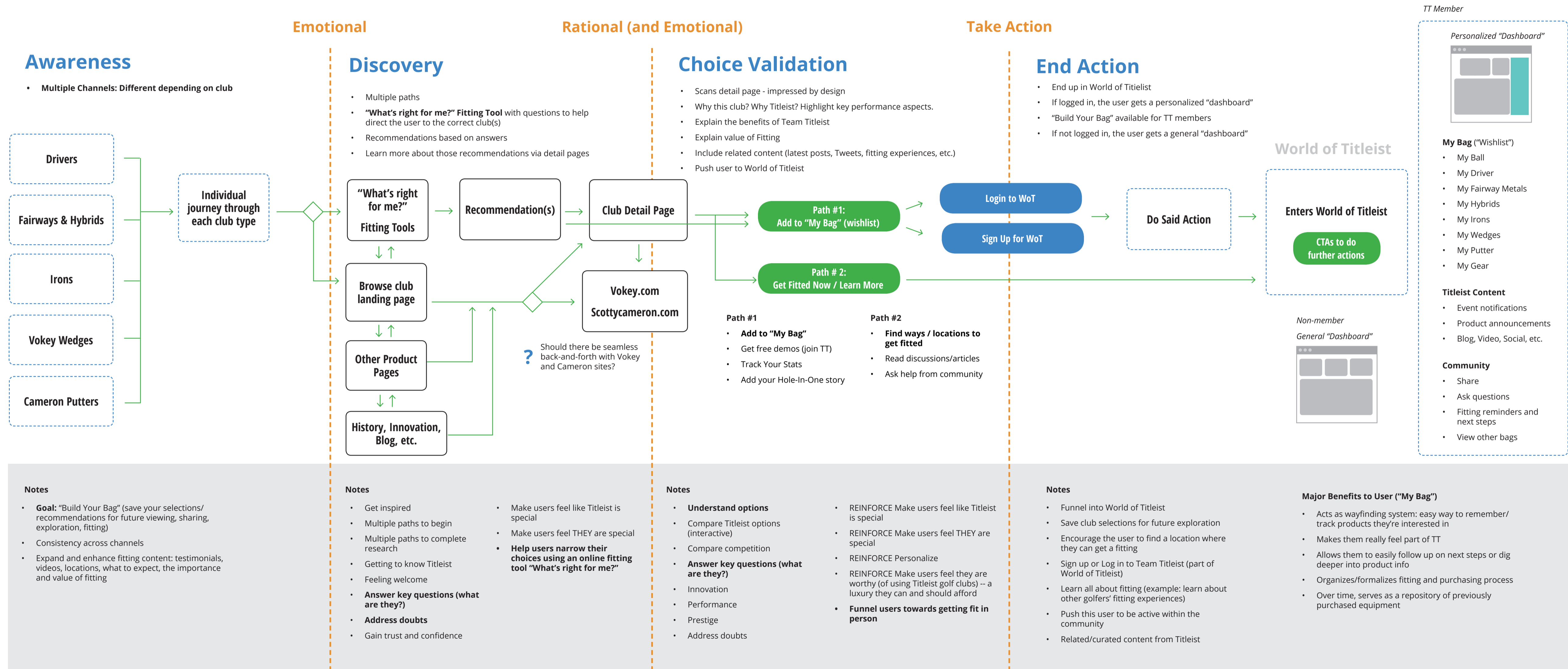


OVERVIEW User Flow: Golf Clubs

Primary Intent: "Build Your Bag"



Highly-skilled Golfer (already uses Titleist products): Golf Balls

Awareness

- **Channel:** Golf Pro
- Ball Trial
- Interacting with Titleist in person drives online interactions
- The user wants to know more about what makes the ball different from other ones.

Ex.: Golf Pro gives user a new ball trial

Emotional

Discovery

- Sees call out on homepage for new ball
- The call out could be from a pro that currently uses it or could be about the technology behind the ball
- The user is feeling excited and clicks through to learn more.

Rational (and Emotional)

Choice Validation

- Scans detail page - impressed by design
- Watches a video of the technology behind the ball
- Reads the benefits of the ball
- Sees reviews of ball
- Some section of page makes user want to interact with further

Take Action

End Action

- Once the user has logged in, they can finish the action without interruption
- If logged in, the user gets a personalized "dashboard"
- If not logged in, the user gets a general "dashboard"

TT Member
Personalized Dashboard



World of Titleist

Enters World of Titleist

CTAs to do further actions

Non-member
General Dashboard



Notes

- Multi-channel
- Need clear CTAs
- Consistency across channels

Notes

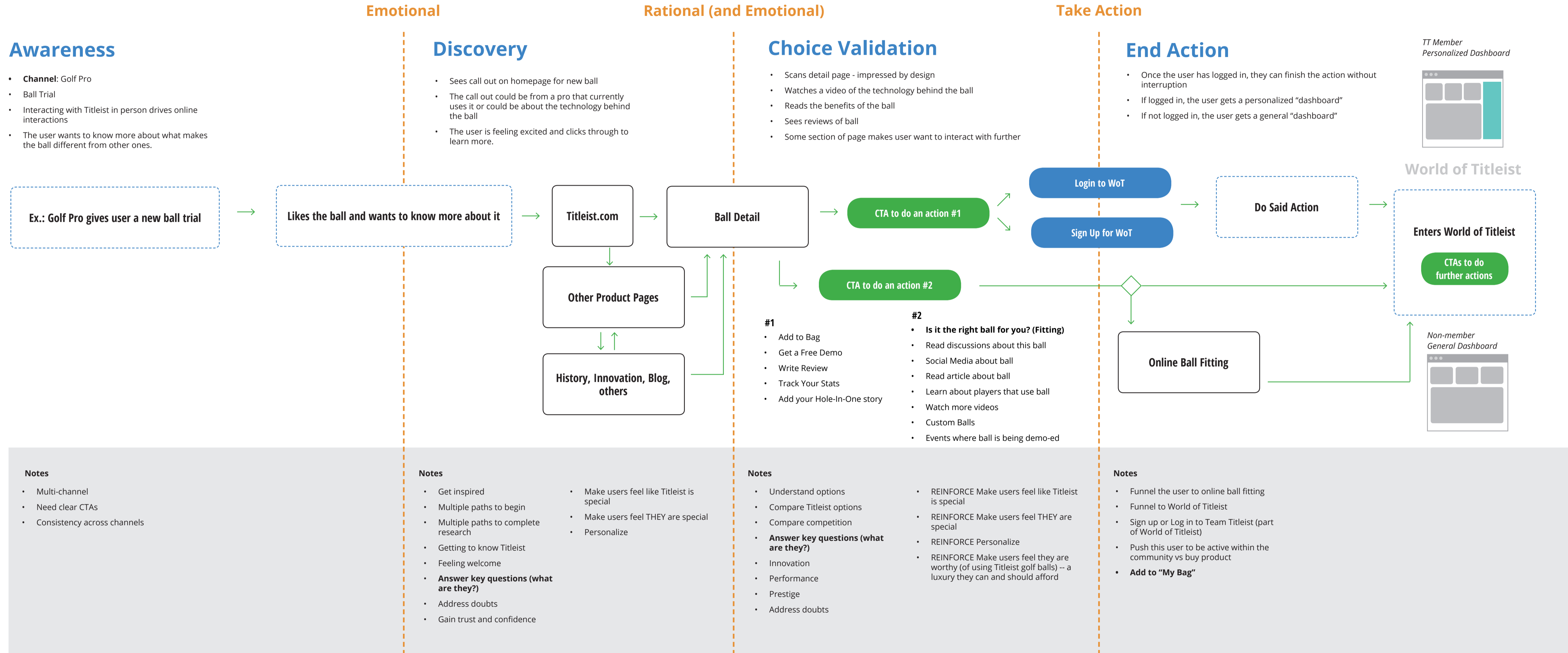
- Get inspired
- Multiple paths to begin
- Multiple paths to complete research
- Getting to know Titleist
- Feeling welcome
- **Answer key questions (what are they?)**
- Address doubts
- Gain trust and confidence
- Make users feel like Titleist is special
- Make users feel THEY are special
- Personalize

Notes

- Understand options
- Compare Titleist options
- Compare competition
- **Answer key questions (what are they?)**
- Innovation
- Performance
- Prestige
- Address doubts
- REINFORCE Make users feel like Titleist is special
- REINFORCE Make users feel THEY are special
- REINFORCE Personalize
- REINFORCE Make users feel they are worthy (of using Titleist golf balls) -- a luxury they can and should afford

Notes

- Funnel the user to online ball fitting
- Funnel to World of Titleist
- Sign up or Log in to Team Titleist (part of World of Titleist)
- Push this user to be active within the community vs buy product
- **Add to "My Bag"**



"Average" Golfer (wants to use Titleist products): Golf Balls

Awareness

- **Channel:** Tournament on TV
- Seeing Titleist ball and brand spark the idea to look up Titleist.com
- The user wants to explore Titleist during their down time.
- Turn browsing into a sale or community interaction.

Emotional

Discovery

- Get to Titleist.com and starts to browse.
- Clicks on Golf Balls
- Gets to landing page and explores all of Titleist's offerings. They select a ball based on the ball they think is best for them (ball selection guide?)

Rational (and Emotional)

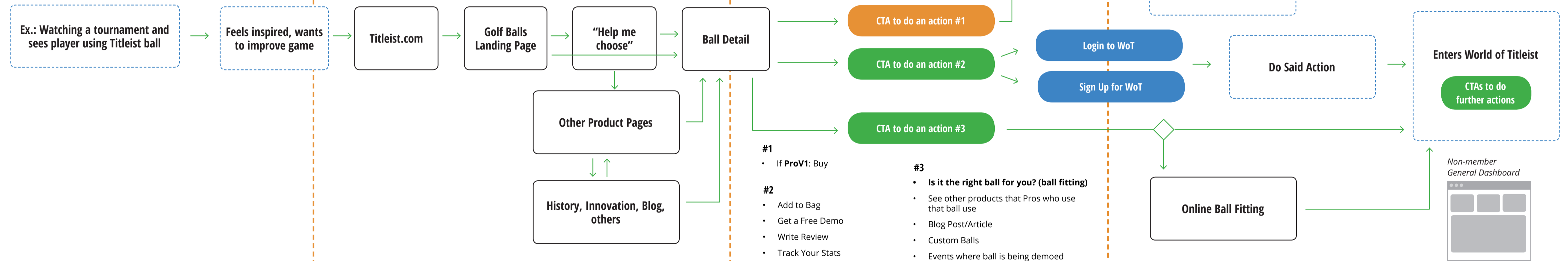
Choice Validation

- Scans detail page - impressed by design
- If ProV1, they can purchase
- CTAs to interact with community
- CTAs to see if the ball is the right fit for them.
- Learn about the history of Titleist
- Learn about golf ball performance

Take Action

End Action

- My ProV1 (e-commerce) flow
- World of Titleist
- Online Ball fitting flow (push to find in-person fitting)
- If logged in, user gets personalized "dashboard"
- If not logged in, user gets general "dashboard"



Notes

- Multi-channel
- Need clear CTAs
- Consistency across channels

Notes

- Get inspired
- Multiple paths to begin
- Multiple paths to complete research
- Getting to know Titleist
- Feeling welcome
- Answer key questions (what are they?)
- Address doubts
- Gain trust and confidence
- Make users feel like Titleist is special
- Make users feel THEY are special
- Personalize
- **Make users feel they are worthy (of using Titleist golf balls) – a luxury they can and should afford**
- **What are the "aha!" moments?**

Notes

- Understand options
- Compare Titleist options
- Compare competition
- **Answer key questions (what are they?)**
- Innovation
- Performance
- Prestige
- Address doubts
- REINFORCE Make users feel like Titleist is special
- REINFORCE Make users feel THEY are special
- REINFORCE Personalize
- **REINFORCE Make users feel they are worthy (of using Titleist golf balls) – a luxury they can and should afford**

Notes

- Encourage the user to purchase
- Funnel the user towards online ball fitting.
- **Have the user end up within World of Titleist**
- **Add to "My Bag"**

TT Member Personalized Dashboard



World of Titleist



Non-member General Dashboard



All Golfers: Golf Gear (Bags)

Awareness

- **Channel:** Titleist Products
- User currently has a Titleist bag but wants a new one for an upcoming trip
- Wants to look up options before going to a pro shop

Emotional

Discovery

- Get to Titleist.com and starts to browse.
- Clicks on Golf Gear
- Gets to Gear landing page showing categories

Rational (and Emotional)

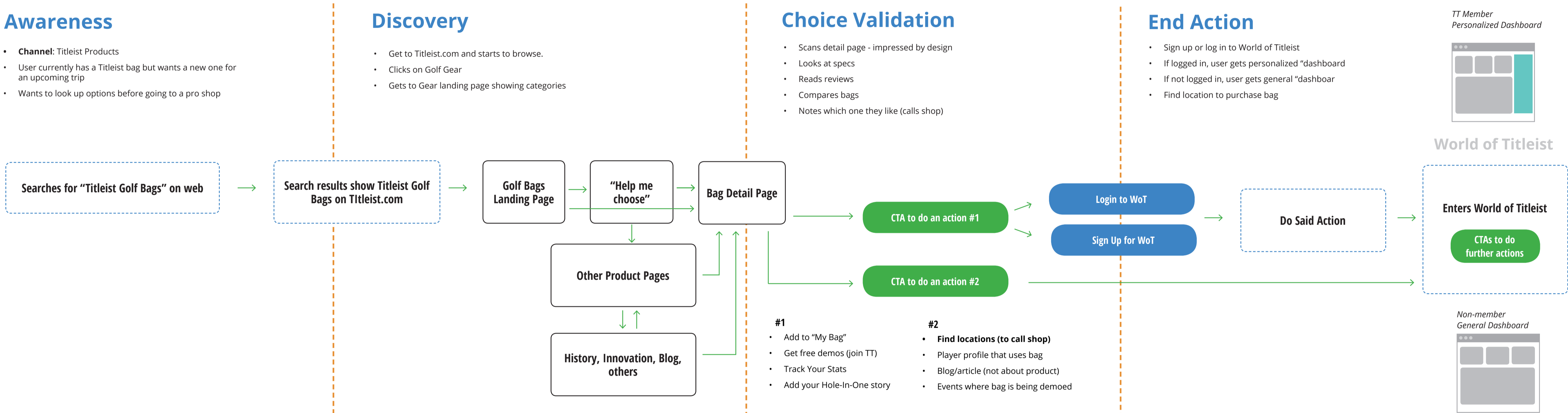
Choice Validation

- Scans detail page - impressed by design
- Looks at specs
- Reads reviews
- Compares bags
- Notes which one they like (calls shop)

Take Action

End Action

- Sign up or log in to World of Titleist
- If logged in, user gets personalized "dashboard"
- If not logged in, user gets general "dashboard"
- Find location to purchase bag



Notes

- Multi-channel
- Need clear CTAs
- Consistency across channels

Notes

- Get inspired
- Multiple paths to begin
- Multiple paths to complete research
- Getting to know Titleist
- Feeling welcome
- **Answer key questions (what are they?)**
- Address doubts
- Gain trust and confidence
- Make users feel like Titleist is special
- Make users feel THEY are special

Notes

- Understand options
- Compare Titleist options
- Compare competition
- Answer key questions (what are they?)
- Innovation
- Performance
- Prestige
- Address doubts
- Emphasize quality
- **Make users feel they are worthy (of using Titleist gear) – a luxury they can and should afford**

Notes

- **Encourage the user to find a location where they can buy the bag**
- Funnel into World of Titleist
- Sign up or Log in to Team Titleist (part of World of Titleist)
- **Push this user to be active within the community**
- **Add to "My Bag"**