**CUSTOMER JOURNEY Musica – Saint Viro**

**Step 1: inspiration**

We send balloons flying over the oil platforms and TV commercials. Joseph Guzman works in the oil platforms and that’s the reason why.

**Step 2: reasearch**

Joseph Guzman from Saint-Viro is a 38 year old male. He is interested in Musica. He searched for Musica in the newspapers. He found out that he can visit Musica with his loved ones. He can go climbing in the forrest with his children. Musica has an amazing nature where his children can play. They can do a hot air balloon trip and go to the Ranva race festival. We also have the biggest mountain in the UBN, which they can climb. The mountain is known for its God-like miracles.

**Step 3: decision-making**

He booked a trip to musica via Musica’s official website.

**Step 4: experience**

He went to musica and saw the beauty of it.

**Step 5: sharing**

Musica will make videos about Guzman’s trip and send it to Saint-Viro to advertise in their television commercials. They will also write an article in the newspaper. If people bring their friends, they will get discounts of 10% of the trip. There will also be a number in the middle of a newspaper. They can join a sweepstake to win a VIP access pass to special festivals in Musica.

With the VIP ticket they can make a trip in a hot air balloon and a car ride in the ravana race. They can sit in the front row to watch the race.