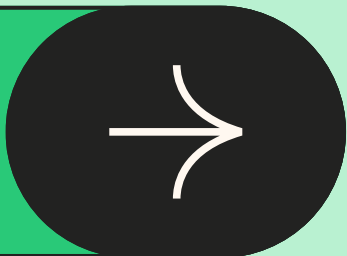


CROCS CUSTOMER JOURNEY

Valentina Larios, Ella Price, Lexi, Savannah Smith, Tiesyn Harris



EMPATHIZE

WITH

YOUR

AUDIENCE

Design solutions that meet them where they are.

Understand their motivations, frustrations, and desires





Val



Lexi



Savannah



Tiesyn



Ella

AGENDA →

INTRODUCTION

OVERVIEW

USER PERSONA

5'CS

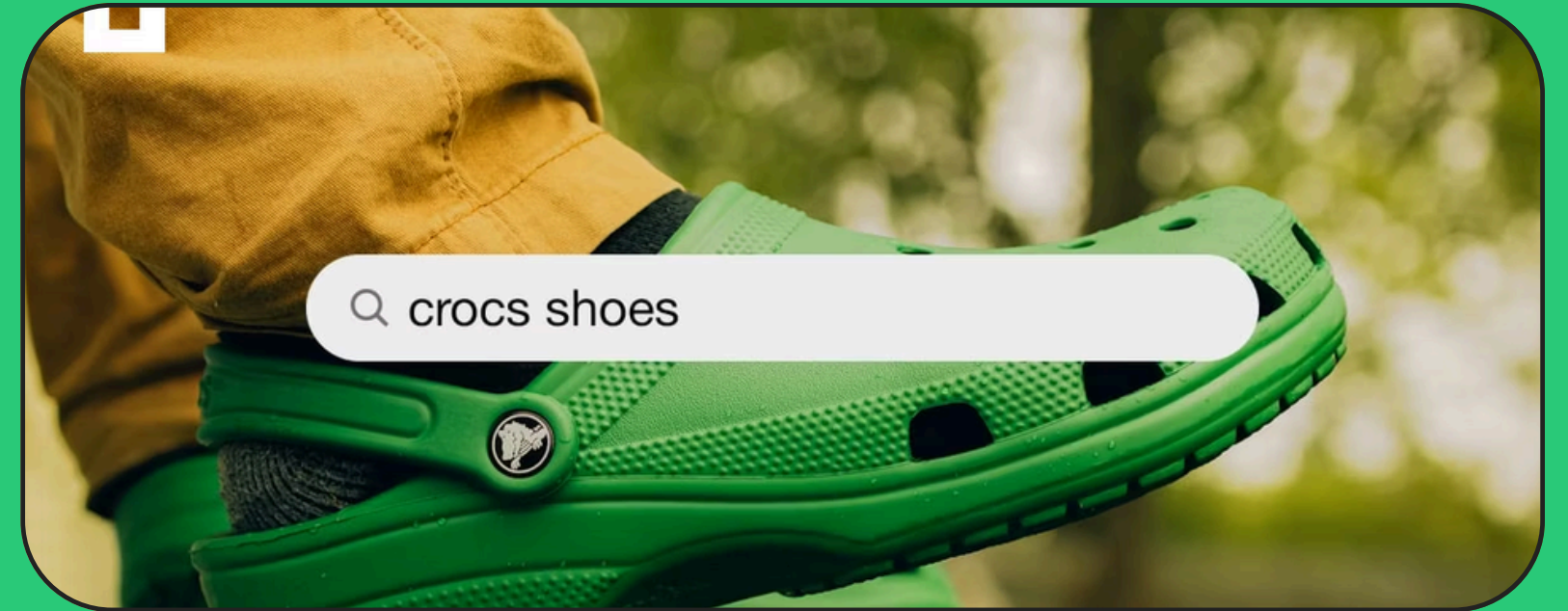
CUSTOMER
JOURNEY MAP

NEXT STEPS



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CUSTOMER JOURNEY MAP



The Customer Journey Map (CJM) is a snapshot of how customers engage with Crocs. With this, we can design better experiences for them!

The first part is for creating personas that represent our different types of customers. In the next part, we journey with them by describing their actions, thoughts, and emotions throughout identified phases.



Identifying a persona



Marcus Johnson
23 Year Old Gen Z
Graphic Designer
NYC

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KEY ATTRIBUTES

**Trendy, expressive,
confident, mobile-first,
visual-driven**

QUOTES

"I saw it on TikTok and had to get it."
"If I can't personalize it, I'm not buying it."
"Style is self-expression, from head to toe."

NEEDS

- Wants to feel confident in his look, whether on campus or going out.
- Looking for ways to stand out in a crowd.
- Follows trends and buys fast when something goes viral.
- Wants quick access to limited-edition drops.

PAIN POINTS

- Gets overwhelmed by too many choices
- Frustrated by slow mobile sites or having to create an account to check out
- Drops sell out too fast—feels like he's always missing the cool collabs

KEY ATTRIBUTE

- Crocs can help him express his individuality through personalized Jibbitz packs.
- The new interactive Jibbitz customizer makes styling fun and visual.
- One-click checkout, Apple Pay, and guest checkout keep the experience fast and smooth.
- Notifications for early access to drops reduce FOMO and reward loyalty.

The 5 C's

COMPANY

Crocs is a global footwear brand known for comfort, durability, and their iconic (and often polarizing) design.

- Reported **revenues of \$4.1 billion** in 2024 (4% increase from previous year)
- Leverages **bold collaborations** and product drops to stay culturally relevant (Crocs x Balenciaga, a new sandal line)
- Making strides in sustainability efforts by incorporating biocircular materials into its shoes (The *Keep It Going* Clog)
- Focused on **blending comfort with personalization** (Jibbitz) to maintain cult-like loyalty

CATEGORY

Crocs operates within the **casual footwear category**, which has seen a rise in demand for comfort-forward styles that express individuality.

- Crocs does well to balance functionality with fashion to appeal to a broader customer base.
- The brand's primary competitors include **UGG, Hoka, and Birkenstock.**
- Crocs has aligned itself with ironic or "ugly,, fashion trends, boldly displaying its unique look.
- Crocs have become a way to make a **fashion statement** while still putting your own spin on your style.

CONSUMER

Crocs has a diverse consumer base spanning multiple demographics.

- Their primary consumer demographic is Gen Z and millennials.
- **25% of Gen Z** and **29% of millennials** ranked Crocs as their **#1 fashion footwear choice.**
- These consumers value **comfort, individuality, and self-expression.** They enjoy being able to customize their Crocs with Jibbitz.
- Crocs consumers are **highly engaged online** and enjoy participating in social media trends.

CULTURE

Crocs has become a cultural icon, embraced by celebrities and average consumers alike. Their iconic style lends itself to polarizing, statement looks.

- High profile figures like Rihanna have been spotted wearing Crocs' luxury collaboration pieces.
- Collaborations with designers like **Simone Rocha** have elevated the Crocs brand.
- The brand's embrace of "**ugly fashion,,** challenges traditional beauty standards.
- Crocs has positioned themselves as both functional and comfortable, and a way to express yourself and make bold fashion statements.

CHANNEL

Crocs utilizes a multi-channel approach to reach the entirety of their consumer base effectively.

- The brand has a strong online presence, emphasizing **direct-to-consumer** sales.
- E-commerce plays a significant role in its distribution strategy.
- As of the end of 2024, Crocs operated **390 company-owned stores.**
- Crocs actively engages with consumers through platforms like TikTok and Instagram, leveraging **influencer partnerships** to drive sales.

Crocs In The Culture

Simone Rocha x Crocs



New Styles



Influencer Collaborations



"You're so funny"
thanks 99.9% of the population
calls me ugly

Memes

Barbour x Crocs



CROCS MIAMI NEW COLOR COFFEE

AS SEEN ON:



If ur not matching ur crocs to ur fur what are you doinggg

Customer Journey: Delighted to Frustrated



	Trigger	Discovery	Decision	Experience	Sharing
User Actions (Activities)	Saw an instagram ad for the new Crocs collab with Marcus' favorite TV show.	Looked through the Crocs instagram at the collab options.	The collab sold out too fast, so he couldn't buy.	Marcus is upset that there weren't enough shoes in stock for the collab and left the page.	Marcus tweeted his frustration with Crocs over not having enough of the collab in stock.
Touchpoints (Interaction Points)	Marcus found Croc's instagram account.	Marcus clicked on the instagram ad which redirected him to the website.	Marcus looked at the online inventory display for the collab.	Marcus closed the online display on Croc's website.	Marcus gave Croc an @ in his Twitter post. Marcus tagged Croc in the picture he posted.
Sentiments (Thought Bubbles)	"Wait, they made Crocs with that show? I didn't think Crocs could be this cool.,,"	"This collab actually nails the vibe of the show. I need to see if they still have my size."	"Of course it's already gone. I wish I saw it sooner.,,"	"Bots and resellers got all the good sizes. It's not even about the fans anymore.,,"	"Shoutout to the bots for eating the whole drop before real fans could even click. Love that. @Crocs.,,"
Emotions (Mood Meter)	DELIGHTED				
	NEUTRAL				
	FRUSTRATED				
	FRUSTRATED				
	FRUSTRATED				
Possible Solutions (Opportunities to improve the experience)	Create seasonal and more limited edition style Crocs	Increase activity on Crocs brand social media accounts	Increase the stock of limited-edition drops	Exclusive Croc purchasing offers for 2nd time buyers & VIP access to the next Croc drop	Create a more proactive notification system for limited-edition drop & increase bot protections for users

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Customer Journey: Neutral to Delighted



	Trigger	Discovery	Decision	Experience	Sharing
User Actions (Activities)	Crocs released their new line of sandals that Marcus thinks will make him stand out.	Looked for review videos on TikTok of the sandals.	Bought the fun shaped sandals in his favorite color.	Marcus is very happy with the sandals he picked and finds them to be comfortable and stylish.	Marcus posted his outfit with the crocs on Instagram.
Touchpoints (Interaction Points)	Marcus saw user generated content on TikTok.	Marcus searched for more user generated content.	Marcus looked at the online display of the sandals options on the Crocs website.	Marcus followed crocs on Instagram to stay up to date with new style releases.	Marcus tagged Croc in the picture he posted.
Sentiments (Thought Bubbles)	"These new Crocs go hard. Haven't seen anyone around here with them yet—might be a flex.,,"	"Everyone on TikTok is hyping these up—might actually be worth it.,,"	"They had them in my size and color! Had to cop.,,"	"Might be a Croc's guy now.,,"	"Shoutout @crocs for making sandals this clean.,,"
Emotions (Mood Meter)	DELIGHTED				
	NEUTRAL				
	FRUSTRATED				
Possible Solutions (Opportunities to improve the experience)	Centralized campaign around different crocs for different moods/settings	Partner with social media influencers for exclusive Croc ads and UGC	Simplify the Crocs website by easy to discover categories	Special boxing and surprise Jibbitz for 2 nd time Croc buyers	Spotlight users who purchase Crocs and tag Crocs account Give friend referral codes & rewards to those who purchase Crocs

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NEXT STEPS

Now that we've journeyed with our customer, let's use the insights to design better experiences.

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NEXT STEPS	
1	2
Main Idea	Action Item
Increase brand awareness regarding Croc collaborations and limited edition items.	Increase Crocs' online presence and engagement with Gen Z audiences, in order to gather personalized insights that can help grab Gen Z's attention at new collab launches
	Limit the purchase of limited edition Crocs to one per person.





Marcus, 23

Thank you!

Any q's ???