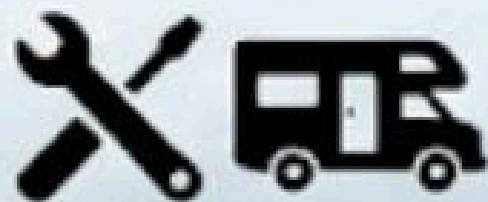




THE “FROM CLICK TO CAMP” INITIATIVE

Transforming RV Purchasing with a Unified, Transparent “Domino’s-Style”
Delivery Tracker & Strategic 90-Day Roadmap in Source Sans Pro

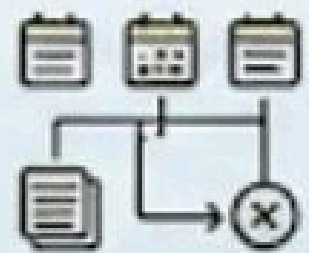


FINANCING

PDI PIT STOP

HITCHING UP

WHERE MEMORIES
BEGIN



- MONTH 1: ANALYZE
- MONTH 2: PROTOTYPE
- MONTH 3: IMPLEMENT

Executive Vision

In the high-ticket RV industry, we are not just selling units, we are designing the bridge to a "Better Life" of freedom and adventure for our customers. My role as a dedicated UI/UX expert is vital to ensuring the return on our technology and marketing investments by optimizing the entire customer lifecycle from the first online search to the final moment of delivery.

Idea to Realization

This framework moves the organization away from assumption based design toward a systematic process of "provability"

The Idea Phase: Transitioning from "Executive Assumptions" to Choice Architecture, ensuring every digital and physical touchpoint guides the user toward a purchase decision.

The Creation Phase: Moving away from "Fragmented Builds" to a Unified Customer Journey, eliminating the friction that currently leads to "delayed deals" or lost leads.

The Validation Phase: Measuring success not just by "launching a tool," but by Speed to Adoption ensuring our sales and service teams master and utilize our systems at 100% capacity.



The Vital Differentiation

Driving RV Sales
Growth through Data-
Driven UI/UX & Human
Architecture

Traditional Automotive Sales

Functional Focus: Selling a vehicle for utility.

Transactional: Customer drives away immediately.

Fragmented: Siloed systems create friction and missed deals.

Our Strategic UI/UX Framework

Lifestyle Outcome: Enabling a "Superpower" experience of travel.

Journey-Oriented: Managing the complex gap from sale to delivery.

Holistic: Data-driven nudges increase ROI across the entire stack.

Current Friction vs. Ideal ROI

The "Fragmented" State

Current Behaviour: Sales and Finance teams manage high-ticket RV deals using manual workarounds and siloed systems that do not communicate.

Cognitive Load: Staff must perform "mental accounting" to track unit readiness, trade-in status, and financing approval, leading to errors and "delayed deals".

Invisible Barriers: Customers experience high "anxiety" during the long gap between signing the contract and taking delivery because they lack visibility into the unit prep process.

Business Outcome: Low "Speed to Adoption" for new internal tools and a high risk of "Ostrich Effect" (avoidance) when the sales floor becomes overwhelmed.

The Strategic Solution

The BE Principle in Play: **"Default Bias"**

Currently, teams must decide to manually update customers. In the Ideal Future State, the system defaults to transparency. By making the right path the easiest path, we ensure 100% operational adoption.

The "Ideal Future State"

New Behaviour: Our team utilizes a Unified Customer Journey (e.g., the Domino's-style Tracker) that automates status updates for both staff and buyers.

Reduced Friction: We implement Choice Architecture (nudges) that guides the sales team through a "Straight-Line" process, removing non-essential steps that slow down sign-offs.

Human-Centered Outcome: The customer feels empowered and "realizes value" sooner, while the sales team operates at 100% capacity due to a reduced cognitive load.

Business Outcome: Maximized ROI on technology spend and immediate, measurable improvements in unit delivery timelines.

The EUREKA Framework

- **Establish an Onboarding Team:** We break down departmental silos by building a cross-functional team (Sales, Finance, Service) to ensure a unified customer journey.
- **Understand User Desired Outcomes:** We move past features and use the Jobs-to-be-Done (JTBD) framework to identify why customers "hire" an RV—whether for weekend family connection or full-time travel.
- **Refine Success Milestones:** We define exactly when a user "realizes value." In our case, it's the moment they achieve their "First Strike"—the first successful unit delivery or the first night in their new home.
- **Evaluate the Onboarding Path:** We map out the Straight-Line Onboarding to identify and remove "Red Label" steps that create friction and delay deals.
- **Keep Users Engaged:** We use Behavioural Economics "bumpers" (automated SMS, progress trackers, and welcome videos) to keep buyers motivated during the long delivery gap.
- **Apply Changes and Repeat:** We don't just launch; we use Triple A Sprints (Analyze, Ask, Act) to continuously iterate and improve our "Speed to Adoption".

The "Vital" Impact on RV Sales

Without this framework, we build technology in isolation. With it, every digital tool is a Bridge to Realized Value, ensuring our high-ticket inventory moves off the lot faster and with 100% customer satisfaction.

The Domino's Style Delivery Tracker

The Objective

To eliminate the "Black Hole" of communication after a deal is signed by providing a real-time, visual progress monitor for the customer and the dealership staff.

The "Black Hole" Problem

Eliminates post-deal anxiety for customers making a six-figure investment. It removes the salesperson as a "middleman" for status updates, reducing cognitive load for both staff and buyers.

5 Stages of Transparency

A shared digital timeline nudging users through:

1. Contract Finalized (The Start)
2. Financing Secured (The Nudge)
3. Service/Detailing (The Hard Part)
4. Quality Sign-off (The Celebration)
5. Ready for Hitch-up (The Realization)

Endowed Progress Effect

By showing customers they are at "Stage 2" immediately after signing, we create task tension. This reduces buyer's remorse and builds psychological momentum toward delivery day.

Efficiency & Experience

Frees up 15–20% of sales staff time currently lost to status-check calls. It transforms a stressful wait into an organized digital journey, fostering lifelong customer retention.

YOUR RV JOURNEY TRACKER

ORDER CONFIRMED



ORDER CONFIRMED

Walkthrough Complete!
Our RV Nerds are checking
your specs.

PDI PIT STOP



PDI PIT STOP

Technicians are performing
your 5-Star Inspection.
Making it good!

PAPERWORK POWER-PLAY



PAPERWORK POWER-PLAY

Your Finance Folder is
ready! Securing your 72-hour
"No Regrets" Guarantee.

HITCHING UP



HITCHING UP

Your RV is clean and
waiting in the staging bay.
Check your email for
appointment info.

WHERE MEMORIES BEGIN



WHERE MEMORIES BEGIN

Delivered! Transaction
complete. Welcome to the
Bish's Family! **GO PLAY!**

CURRENT STATUS: IN PDI INSPECTION

ESTIMATED COMPLETION: OCT 28, 2023

ORDER SUMMARY

RV: Forest River Cherokee 264DBH
Order #BRV81023

LIVE UPDATE:

Technicians Mark and Sarah are performing the
roof check.

CONTACT SUPPORT

BISH'S
DIFFERENCE


Free
Winterization


10% Off
Parts


Diamond Club
Access

The Voice of the Customer



In the high-ticket RV industry, we aren't just selling units, we are designing the bridge to a Better Life. To do this effectively, we must move away from "Executive Assumptions" and toward a systematic process of ground-level validation that addresses the customer's true pain points.



Empathy as Infrastructure

The Voice: Customers feel a "Black Hole" of communication after signing a six-figure contract.

The Design Fix: We replace uncertainty with a Unified Journey, ensuring the customer always knows "what's next".



Designing for the "Better Life"

The Voice: Buyers aren't just purchasing a vehicle; they are "hiring" us to deliver a lifestyle of freedom.

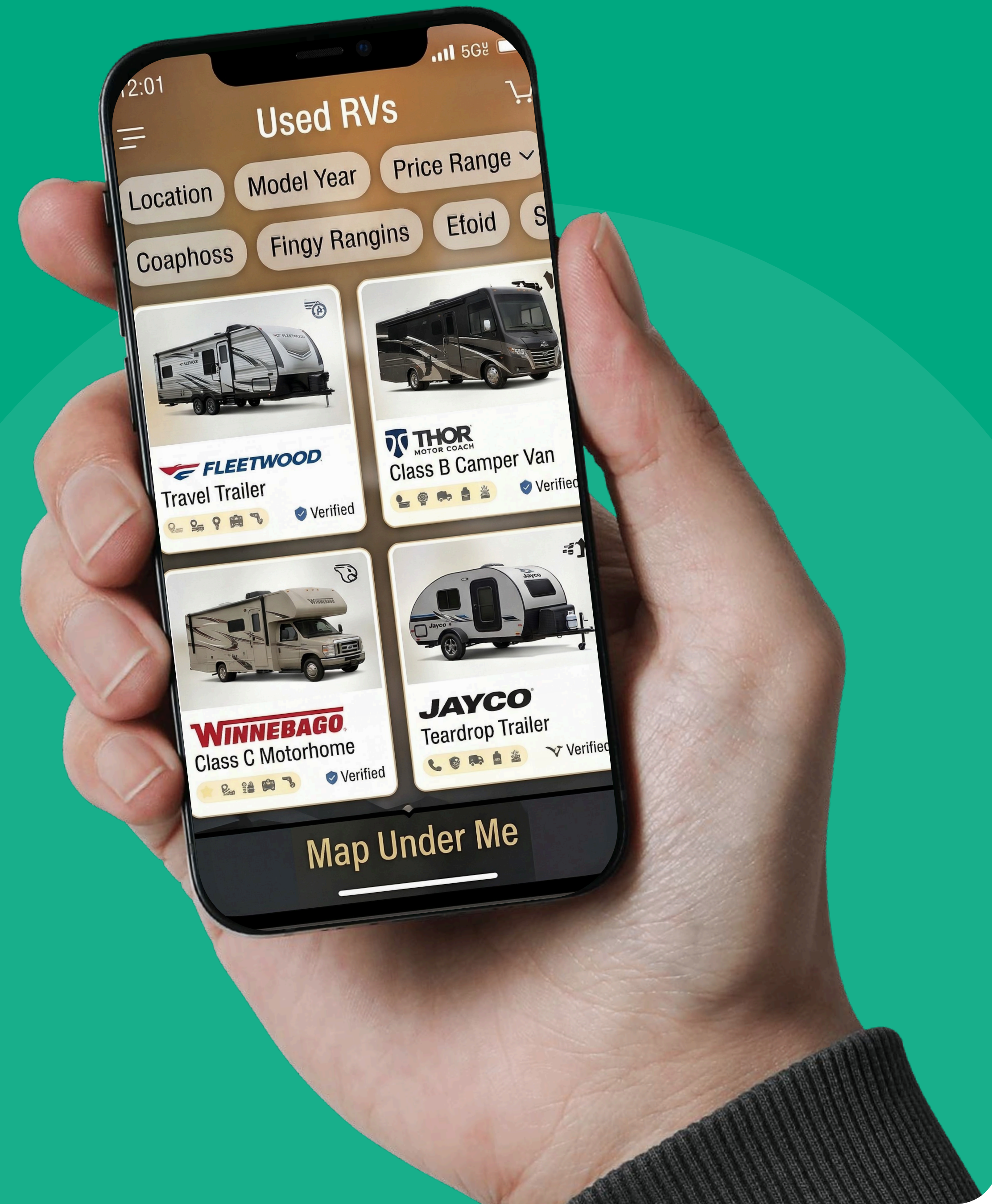
The Design Fix: We use the Jobs-to-be-Done framework to align every digital touchpoint with their emotional goal: "Where Memories Begin".



Reducing Cognitive Load

The Voice: Sales processes are currently manually intensive and confusing for both staff and buyers.

The Design Fix: We apply Behavioral Psychology to simplify complex financial and technical workflows, making the path to ownership a "Straight-Line" experience.



The 90-Day Strategic Roadmap

We iterate through monthly "Triple A" cycles to ensure straight-line sales velocity and total transparency.



Discovery & Audit

Conduct ground-level discovery with Sales and Finance to identify the top 3 "delayed deal" bottlenecks. We perform a full Tech Stack Audit to eliminate wasted spend on underutilized tools.



Prototype & Validate

Wireframe the Domino's-style Delivery Tracker to validate the journey with staff before engineering spend occurs. We identify key Product Adoption Indicators (PAIs) that signal a successful sale.



Implement & Launch

Execute the Implementation Plan to ensure the team is operating at 100% capacity with new tools. Launch the Automated Document Checklist to remove manual "middleman" friction.



Optimize & Retain

Bridge the communication gap to transform a stressful wait into a "Superpower" experience. By maximizing tool adoption, we move from wasted investment to a unified truth across all departments.

Meet the Architect



Hamilton Wuzor

10+ Years of Experience

Designing scalable digital experiences that align user needs with business objectives.

Data-Driven Results

Proven track record of increasing conversion rates by 25% through usability research and UX audits.

Expert in Behavioral Psychology

Specialized in using cognitive load principles and information architecture to optimize decision-making processes.

Industry Breadth

Experience leading UX strategy for global ecosystems like Acer and financial giants like USAA.

Scaling Growth Through Strategic UI/UX

Leveraging 10+ years of expertise to bridge the gap between complex technology and human adoption.

14.26%

User Research & Analytics

16.32%

Behavioral Psychology.

15.22%

Scalable Design Systems

24.26%

Executive Strategy & ROI

Thanks

If there's any question please kindly to ask me. **Let's Discuss**