Chapter 13  
Strategy and Metrics

1. Visit the Jaeger-LeCoultre website ([www.jaeger-lecoultre.com](https://www.jaeger-lecoultre.com/)). Go to the “watches” tab and review the products. You don’t need to look at all of the products; just do enough to get a feel for the brand. Would it be possible to write just one persona to sum up the projection of the brand or do you think there must be a variety of sub-personas for the brand reflecting the different kinds of products?
2. Place yourself in the role of a customer searching for an exercise bike. What would be your top two criteria? Type in “exercise bike” into Google. Consider your movement from first browsing all the way through to making a purchase. Record the touchpoints in your navigation through to a product that appears to be the best one to fit your two criteria. What are the general learning points for web strategy?