Customer Journey Map

Steps

1. Trigger
2. Broad Search
3. Visit trusted sites
4. Weigh up benefits and costs
5. Search for tradespeople
6. Search for financing
7. Search for similar examples

Actions

1 Trigger
- Buying/selling a home
- Renovation
- Replacing heating system

2 Broad Search
- Lots of information, not from sites I know and trust
- Online search

3 Visit trusted sites
- Not enough information
- Focus on costs

4 Weigh up benefits and costs
- Not enough information
- Doesn't obtain personalised costs

5 Search for tradespeople
- Expect current tradespeople can't support this
- Search online for recommended / registered tradespeople

6 Search for financing
- Assume no financial support
- Deterred by complexity

7 Search for similar examples
- How have others gone about this?
- Struggle to find examples that relate to me
- Deterred by lack of relevant examples
- Deterred by others' negative experiences

Emotions

Environmental values

1. Excited
2. Overwhelmed (digitally-excluded)
3. Confused
4. Confused
5. Confused
6. Confused
7. Unconvinced

Pain points

- Too much information
- Not enough relevant information
- Not enough to benefit me
- Too much effort involved in research
- Mostly information about cost which is very high
- No examples specific to my needs
- Too risky, distruptive and uncertain