

# SAVE THE HOMES: THE CUSTOMER JOURNEY

## STEP 0: ONBOARDING PHASE

Main goal: monitoring performance of dwelling, educating customer about the home improvements



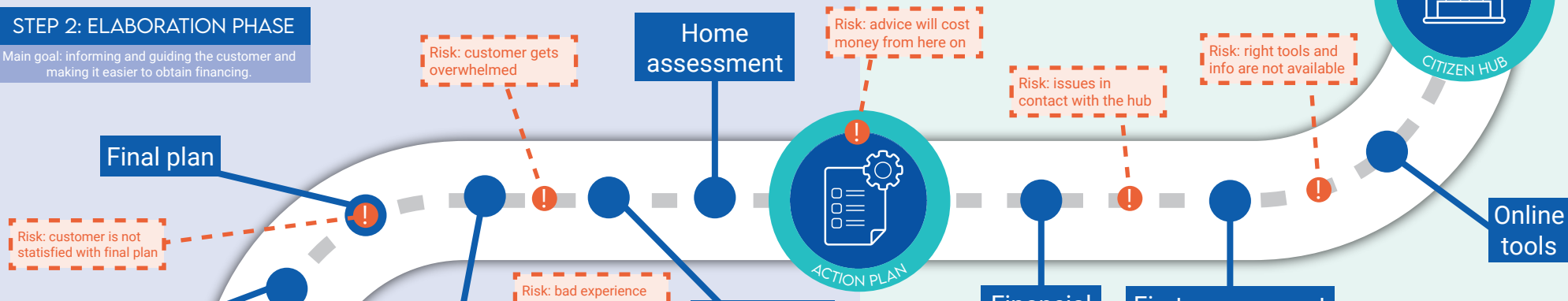
Risk: reach not sufficient, follow-up too hard

First contact    Follow-up    Contact

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## STEP 2: ELABORATION PHASE

Main goal: informing and guiding the customer and making it easier to obtain financing.



Risk: customer gets overwhelmed

Risk: advice will cost money from here on

Risk: issues in contact with the hub

Risk: right tools and info are not available

Risk: customer is not satisfied with final plan

Risk: bad experience with third party contact

## STEP 1: DESIGN PHASE

Main goal: increase knowledge and give insights and trust in the process.



Risk: unexpected changes, no clear improvements

## STEP 4: IN-USE PHASE

Main goal: monitoring performance of dwelling, educating customer about the home improvements

## STEP 3: CONSTRUCTION PHASE

Main goal: increase general trust in quality and benefits of the renovation.



Risk: monitoring not wanted by customer

Risk: improvement is not noticeable