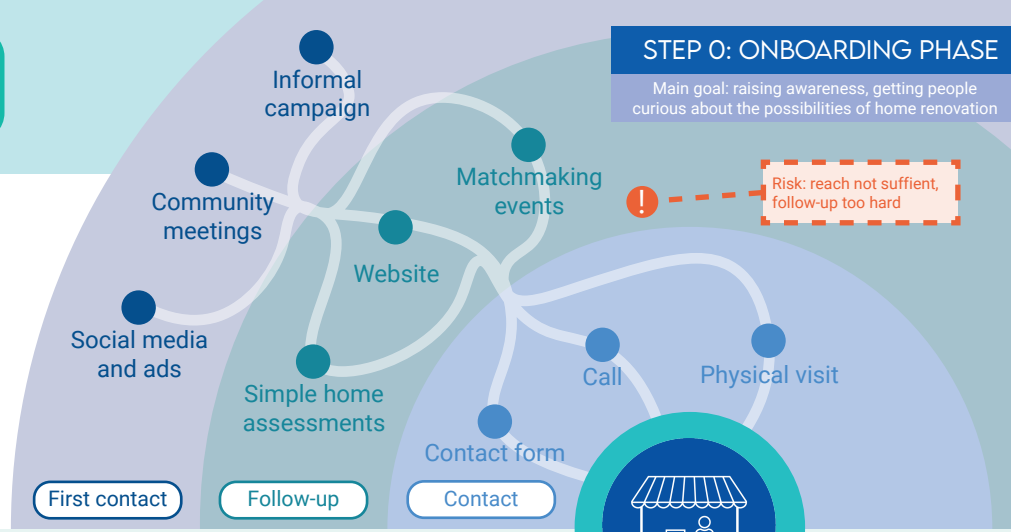


SAVE THE HOMES: THE CUSTOMER JOURNEY

STEP 0: ONBOARDING PHASE

Main goal: raising awareness, getting people curious about the possibilities of home renovation



First contact

Follow-up

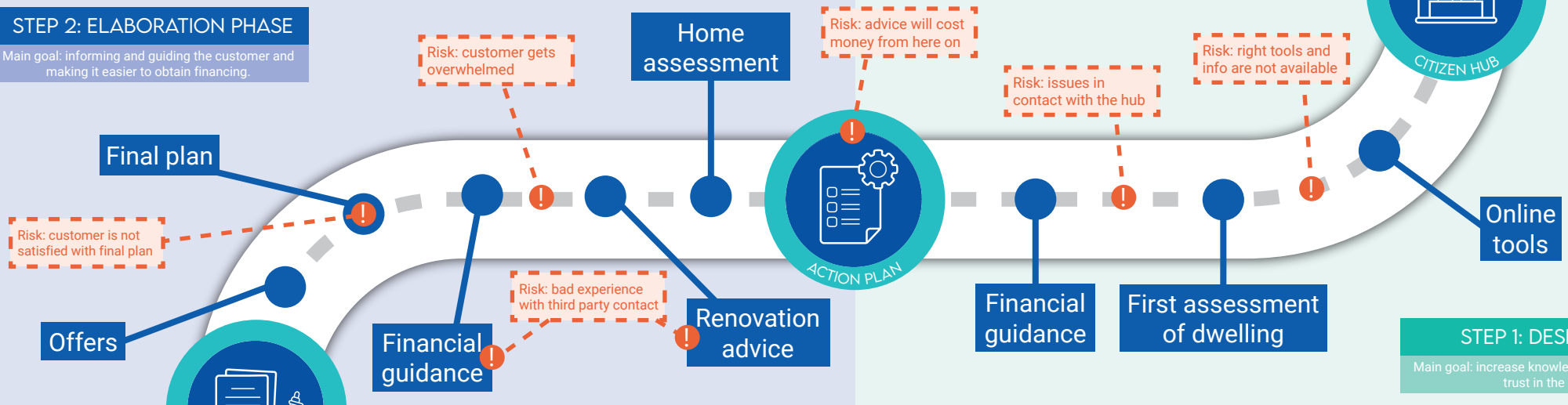
Contact



CITIZEN HUB

STEP 2: ELABORATION PHASE

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



STEP 1: DESIGN PHASE

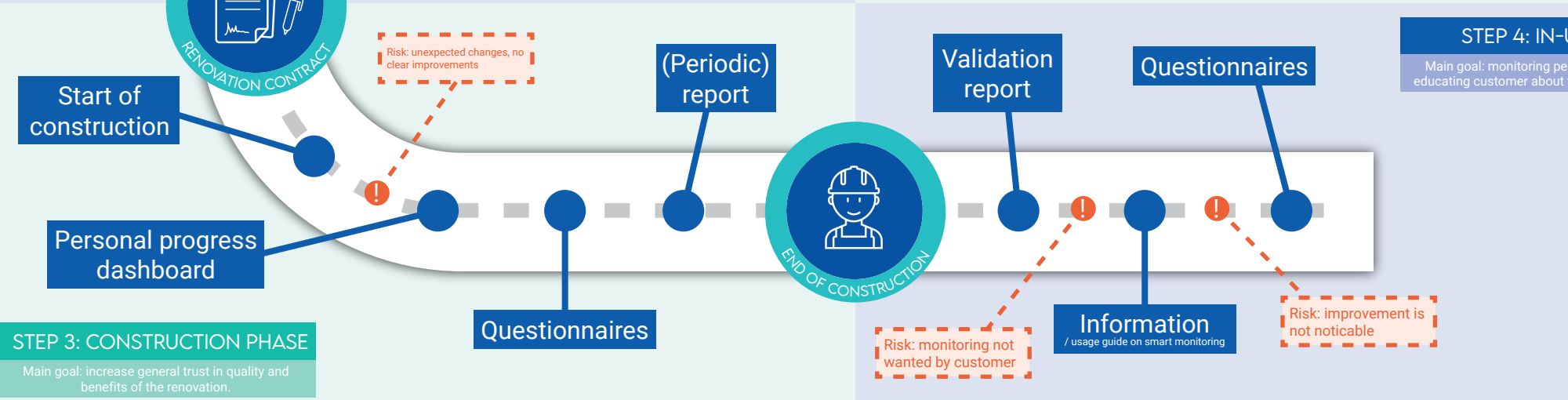
Main goal: increase knowledge and give insights and trust in the process.

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.



RENOVATION CONTRACT



END OF CONSTRUCTION