# **Consumer Journey** | Geospatial Hackathon 2020

The Covid-19 pandemic has increased the number of consumers that go to CSAs for their groceries rather than brave the grocery stores, but many joined CSAs before the pandemic, because they wanted to support their local economy, and get better quality produce.

## **Customer Pains**

- Short time windows
- Lack of Guarantees
- Too much of seasonal items
- Receive items she would not have chosen
- Limited communications

# **Customer Concerns**

- Animal Welfare
- Sustainability
- Local Economy
- Employee treatment
- Intersectionality



#### Sign up for CSA **Shop and Place Order** Discovery Research **Notifications & Alerts** Pick-up Order **Use Product** Discovers accidentally or by Consumer investigates Complicated payment structure · Customer doesn't get email • She browses the site for products, • Must pick up the order the next day Customer takes food home word of mouth business history and requires maintaining a balance with updates since her husband set up adds everything she wants to the after ordering and prepares meals for her practices CSA the CSA account and is primary family based on what she gets Location is close to home • The CSA is supplemental to the · She checks the overall cost and • Receives some things that Do they treat the • Emails are wordy and not well • Family drives to pick up point, employees well? grocery store trips, not primary designed, and don't give her all the adjusts her cart to her desired she would not choose, based orders are labelled information that she wants. budget. on seasonality Do they align with my • Covid-19 protection measures are • Waits for email to tell her it's time values? observed to shop for her weekly order **TIGHT TIMELINE TO ORDER** Customer frustrated by uncertainty and tight time **WELCOME CHALLENGE** window to place order. "It's kinda good. I wouldn't buy eggplant forces you to make METER something that you like and improve cooking." **NO GUARANTEES** Items sell out quickly and there is FRICTION no certainty that desired or staple **TOO MUCH OF A GOOD THING** products will be obtainable "We get cucumbers every week **OPPORTUNITY** and I'm sick of cucumbers." Although the participant didn't express pain or frustration related to this there is clearly room for improvement here.

## **INSIGHTS & OPPORTUNITIES**

- The consumer is very comfortable with minimal design and low tech approaches to the services that she has purchased into. Although this cannot be verified without further investigation, we might assume that th experience validates and reinforces the local, home-grown, small town nature that the consumer has invested in.
- Word of mouth is typically sited as the primary way that both consumers and farmers connect.

## THINKING & FEELING

• The consumer is thinking about how to be a good mother, a good citizen of the earth, nd a good steward of the Earth.

## VALUE

The value the consumer gets from Consumer Supported Agriculture (CSA) or a Co-Op, is access to food that they view has healthier for their family and better for the world. They believe they are showing their support for ethically run businesses and their patronage is an endorsement of organizations that they believe in.

Many of the inconveniences are minimized, because the consumer sees return on investment.

The consumer persona is likely a spouse and parent, willing to spend a bit extra on their fresh produce for health and social return on investment.