

# Consumer Journey | Geospatial Hackathon 2020

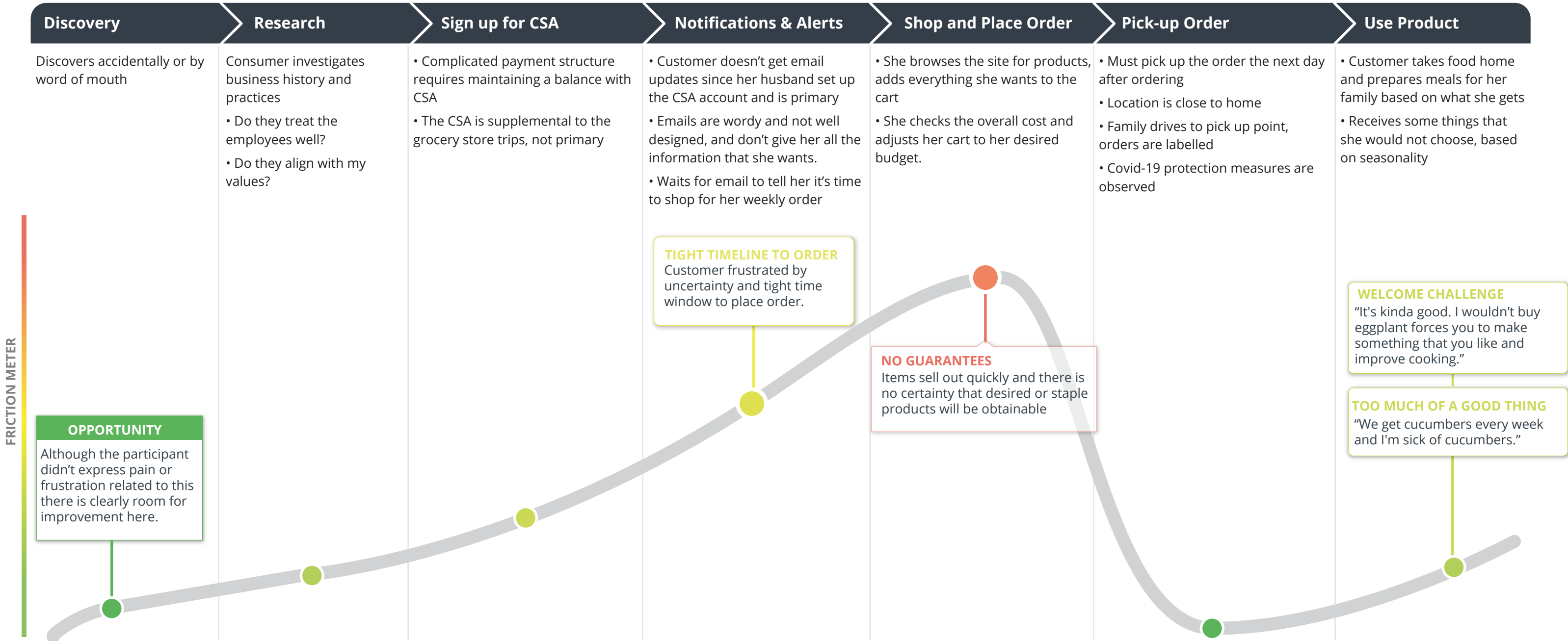
The Covid-19 pandemic has increased the number of consumers that go to CSAs for their groceries rather than brave the grocery stores, but many joined CSAs before the pandemic, because they wanted to support their local economy, and get better quality produce.

## 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



### 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 cited 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.*