

USER JOURNEY MAP

Stakeholder Group: Smallholder Farmers

Stage	Awareness	Information Gathering	Decision Making	Purchase	After-Sales
Goals	Understand what possibilities exist	Learning	Setting criteria for final purchase decision	Complete purchase	Receive training & support as needed
Actions	<ul style="list-style-type: none"> Sees a demo at a community center 	<ul style="list-style-type: none"> Attends second demo Talks to neighbors 	<ul style="list-style-type: none"> Compares possibilities to current Researches financing options Consults family members 	<ul style="list-style-type: none"> Travels 1.5hrs to outlet Completes purchase Must wait 1 week for delivery 	<ul style="list-style-type: none"> Requests training Travels to outlet to receive training Puts training into practice independently
Touch-points	<ul style="list-style-type: none"> Information provided at demo Interaction with salesman at demo 	<ul style="list-style-type: none"> Information provided at demo 	<ul style="list-style-type: none"> Information that can be shared with others 	<ul style="list-style-type: none"> Final sales Purchase process Salesman 	<ul style="list-style-type: none"> Training programs Independent learning/reference materials
Feeling	Excitement	Building excitement, Interest	Interested Busy, overwhelmed, conflicted	Empowered Nervous, self-doubt	Accomplished, proud Confused, worried
Pain-points	<ul style="list-style-type: none"> Information wasn't clear the first time 	<ul style="list-style-type: none"> Salesperson wasn't able to make a connection Some information was confusing Difficult to explain the opportunity to others 	<ul style="list-style-type: none"> Family doubt over investment Lack of outside resources Lack of financing opportunities 	<ul style="list-style-type: none"> Wait-time wasn't communicated Missed opportunity for instant gratification 	<ul style="list-style-type: none"> Training wasn't clear Self directed training/reference materials aren't helpful Difficult to customer to train others and answer questions on-site
Key Insights		Information needs to be easily shared outside demos & workshops	Decisions depend on family and community support	Instant gratification is important after a large purchase	Pressure to "understand" during training may lead to confusion later