

Monday, April 24, 2017

I) SEM/SER student's assessment of Scrum as a communication tool

First of all, none of the Service management students had heard about SCRUM before. Thus, We took some time to explain the principles of SCRUM, the different roles and how we have used it so far. The terminology of SCRUM being a bit specific (Sprint, product backlogs, user stories...) we decided to show them our project in "SCRUMWISE", it made things more clear.

Quite quickly, they recognized the flexibility of SCRUM and mentioned that the continuous interaction between product owner and development team was a very positive aspect because it helped having a final product that fits the customer's needs.

They also mentioned that use of user stories was interesting as it is a formulation that they could comprehend. They don't want to hear technical, programming terms but thanks to user stories they feel that they can have a clear overview of the project features and they feel it would be possible for them to step into a product owner position.

II) SEM/SER student feedback on your work so far

We explained that we spent a lot of times on our diagrams and on trying to figure out the logic rules behind the creation of a carport (from customer inputs to a part lists, all the building rules). We then demoed our latest product which a) enables a customer to choose a carport type and input the desired dimensions b) creates and display a parts list based on customer inputs for Johannes FOG's employees.

They observed that the logic seemed nice however the design was not at all satisfactory. We had to explain and show that our user stories we completed where focused on the functionalities and that the layout was part of other user stories that will be included in later sprints.

III) Your understanding of "customer travel mapping and touchpoints"

After listening to the Service Management students we understood that "customer travel mapping" is a representation of the entire process from starting to think about a product until the end when he owns it. It comprehends what goes into the customer's mind as well as the more concrete actions and steps involved in the purchasing process.

They have divided this “travel” in 3 steps: a) BEFORE: before the customer decided to buy b) DURING: when the customer has paid c) AFTER: starts after the payment and finishes when the carport is built.

They also explained that along this travel, the customer faces “fail point” and “waiting point” that are very important because they have a big influence in his decision to buy or not.

Finally, we had a conversation about what they call “touchpoints”. We understood that touchpoints are places where there is an interaction, a contact, between Johannes FOG and its customers. For example, Johannes FOG’s website, a phone conversation between a customer and a salesperson, a face-to-face meeting in the store are touchpoints. It seems to be crucial places/moments where Johannes FOG has to try its best to provide the service adapted to the customers’ needs, as well as communicate a positive and trustworthy image.

IV) Discuss the customer journey from each the customer and Johannes Fog’s perspectives and how to meet/ merge different needs.

For Johannes FOG, a successful customer journey is a journey where a customer ends up buying one of its products. To do so, Johannes FOG can: a) influence the customer via some marketing, advertising campaigns or other promotional tools; b) guide the user towards the relevant product that will fit the customer needs, by having a well designed website for example. A second objective/need for Johannes FOG is that customer acquisition cost should be as low as possible, the tools developed to influence and guide the customers cannot be too expensive.

From the customer’s perspective, a successful journey ends when a customer gets his needs fulfilled while having a positive experience. The customer wants to easily find a product that matches his needs, and the purchasing process should be as pleasant as possible.

The way to merge these different needs is, first, for Johannes FOG to understand as well as possible the potential customers: who are the customers? What are their motives? What are the criteria that influence their decisions to buy or not? What steps in the purchasing process is painful for the customers? Etc...

With these findings, Johannes FOG can design a purchasing flow and identify the potential “Fail points” (the SEM/SER students explained it was key moments/steps where Johannes FOG could lose the clients) and invest resources to find an optimal solution to keep the customer satisfied until the end of the process.

In short, FOG has an influence on the customer journey: the design of the website, the quality of service of the salesperson, the delay of delivery... On the other end, the customer goes through this journey, with some doubts and maybe feeling

towards the product and the company. Johannes FOG's needs are to answer the customer's needs until the end within some budget requirements.

Tuesday, April 25, 2017

I) Segments/consumer behavior (cultural, social, personal, psychological)

After discussion we agreed to do a segmentation based on 3 points:

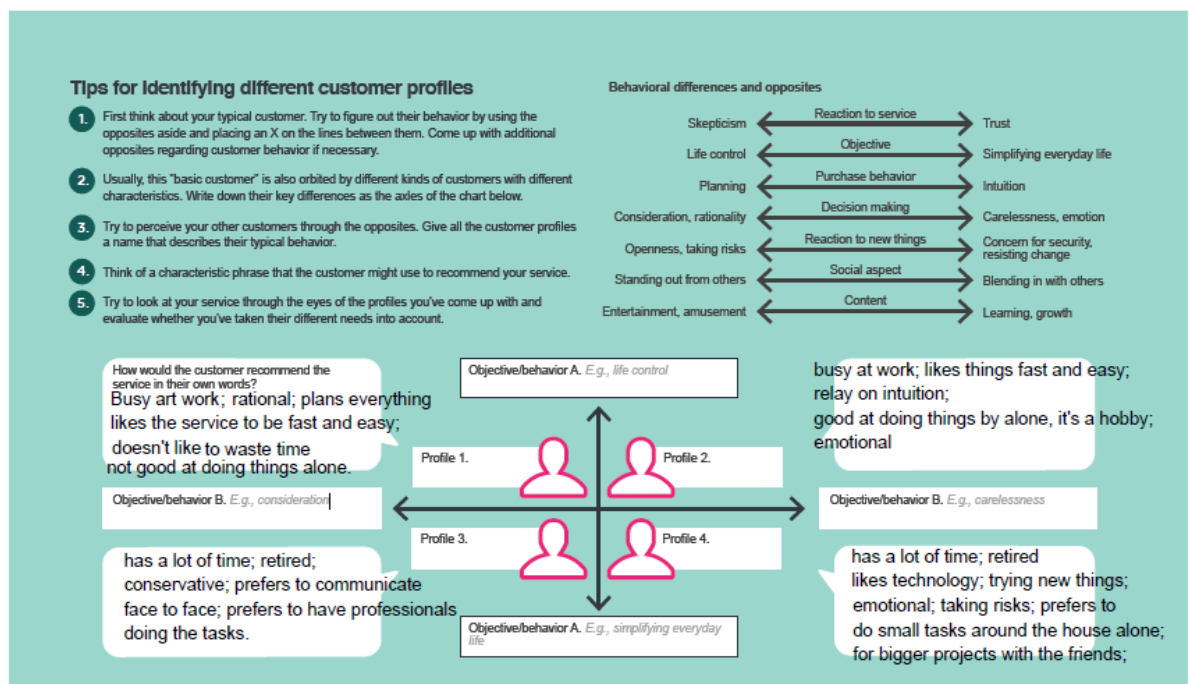
Geographic: We believe the customer are all living in Denmark (Johannes FOG being in Denmark only) and are living in suburbia areas or in the countryside.

Demographic: The customers have the means to own a car and a house so we believe they are 40+ years old and are financially stable.

Psychographic: We believe the customers are part of the Danish working class; they are handy (they need to build the carport themselves) and are price sensitive.

II) Buying behavior

2C | The different behavior models of customers



We have considered four different types of customer behavior, based on personal characteristics. The four profiles have some qualities in common and others different; hence different reactions to the service.

Description of the process:

The potential customer goes to the website, finds custom made carports, inserts the desired dimensions (carport, shed, type of roof, material) and then he sends the request. The customer has then to wait for a call from the company for confirmation and waits to receive the blueprint for the building permit (2 weeks). It is then time to take the final decision to buy. If the customer decides to purchase the carport he has to pay and waits for the delivery.

Profile 1

Characteristics: Busy at work, rational, planning, prefer fast and easy services; no waste time, no handmade.

Buying behavior: consider all these qualities, the customer doesn't like the blueprint waiting process because of its busy job. He/she like the planning part of the building but at the same time would prefer an easiest option in the website. Moreover the carpenter or expert option, who can help you in building the carport or an build for yourself would be the best solution for him/her.

Profile 2

Characteristics: Busy at work, likes things fast and easy, intuitive, handmade (his hobby), and emotional

Buying Behavior: With all these qualities into consideration, this customer will probably don't like the waiting process in the service since he/she doesn't have so much time due to his/hers work. Like things fast and easy so the website is probably confusing. After the delivery he/she won't need additional service since his/hers hobby is building things.

Profile 3

Characteristics: Has a lot of free time, retired, conservative, prefer face to face communication, prefers to have experts..

Buying Behavior: From these qualities, the customer won't be satisfied with the service because he/she doesn't like online communication. Although the customer has a lot of time since she/he is already retired, he/she doesn't like to spend a lot of time to make a carport by himself/herself, so the customer need a carpenter. He/she will find another company by face-to-face research.

Profile 4

Characteristics: has a lot of time, retired, practical with technology, open-mind with new things, emotional, taking risks, prefer to do small tasks alone, for bigger project with friends

Buying Behavior: Since he/she is retired the waiting time is not a problem. The use of the website is also fine for him/her. The building process won't be a problem because they will just some friends for help.

Considering these different four profiles we can assume that the profile 2 and 4 are loyal customers, they like the service in general but if the company wants to keep them it's necessary to make some improvements. The profiles 1 and 3 are more difficult to reach because they might find several problems in the current process. To attract them, Johannes Fog has to improve the service and introduce new options.

III) Johannes Fog as a business:

- Currently the customers who bought and got a carport delivered can seek help from Johannes FOG when building the carport. First of all the customers can loan the tools necessary, secondly the customer can contact Johannes FOG (phone, email) and get some counseling. After a conversation with FOG we understood that the company can also recommend outside carpenters that will help in the task, however these carpenters are external workers.
- For a custom carport the customer has to first think about the style of the carport, the dimensions, then he has to apply for permit and build the carport when it is delivered. It is a very high level of involvement. There are other options where the customers can be more guided with standard carports or by using Johannes Fog counseling.
- In order to keep potential new customers in the process we think that Johannes Fog must make the customer journey as pleasant as possible. The customer should find easily the help needed and go through the different steps with pain or frustration. One way to achieve this objective is to identify the potential fail points and invest resources in these steps so the company loses as few potential customers as possible.
- In the computer system several tools can be implemented in order for Johannes FOG to push for upsells. First, the system can inform a sales person when a potential customer is entering the customer journey (when a customer pre-orders, when an order is sent, when a customer requires an illustration for the permit...) following this notification the salesperson could contact the customer and push for upsell. Another, more automatic tool could be that the computer saves information about the customer behavior (when browsing the internet, or Johannes FOG's website for example) and try to automatically suggest products that are either related or a product in a similar product range but more expensive.

IV) A list of questions needed to be asked to the carport building respondent by the SEM/SER students and the format the COS/DAT students need the information to be reported back to them.

Below a list of questions we found useful for the SEM/SER students to ask the respondent. Regarding the format of the report we considered if an audio record was necessary, we decided that a standard written report was enough.

- Are you experienced in browsing the web? Do you know your way around a website?
- Would you agree to share some personal information with Johannes FOG when registering an order (entering your address, your phone number, your age...)
- Would you appreciate if Johannes FOG develops a mobile application so you can follow-up on your orders and maybe get some building tips?

Wednesday, April 26, 2017

I) Which general security issues could be relevant?

When it comes to general security, FOG should put emphasis on repair since their main focus is keeping their data and information safe. If it comes to loss or corruption of data, FOG should have their backup systems set up so they can retrieve all the necessary information(customer details/order details). Furthermore, prevention should be mentioned but in slightly less important manner. FOG should make sure that their authentication algorithms(email/username & password) are always running properly since they want their customers to be able to register/login in order to make a carport order.

II) What should be considered when storing data about customers

Storing customer data should always be confidential and secured, only specific employees in FOG should be allowed to have access to it. Taking into consideration what kind of data is going to be stored, we can distinguish three types: 1. General information - such as name, phone number & address should be accessible by FOG without any consent because all of that is sort of public information which can be acquired by basically anyone. 2. Other types of information - that's the kind of information which should require the consent of a customer, such as marital status. 3. Sensitive information - these types of info should not be accessible by FOG in any manner because they're not in that

sector of work which needs this info in order to make their company function properly.

III) What should be considered while doing E-marketing?

E-marketing would have to be done carefully and to an extent that customers don't get overwhelmed by it. They should be informed by what kind of news/proposals/offers is going to be sent to them and how often will it happen because most of the companies tend to send too many emails and people just start to ignore it based on a fact that they feel it's unnecessary and not needed. Taking legal aspects into consideration, companies have to find the best solution on how to work around the given terms; how to make unsubscribe option easily available to customers, how to present their offers so that customers actually feel like they're getting something out of it and not just bunch of spam emails.

IV) Describe the service “E-market”

E-market is sort of e-marketing which filters all the negative aspects, such as bad reviews, fines, troubles and makes your website look profound, safe to use and gives customers more of what really matters to them when they shop online. As a member of the e-mark, the company has free access to legal assistance and on-going counselling from some of the country's leading experts. As a member, companies also become a part of larger Danish e-commerce community which helps to make E-marketing better, more user-friendly & organised.

Thursday, April 27, 2017

Reflect your purpose and goals for the IT solution in relation to an increased understanding of the user's experience of the solution and FOG's business opportunities.

Following a discussion with the SEM/SER students after they had completed an interview with a former customer of Johannes FOG's carport, we realized that some of our IT goals and the customer's perception were not completely aligned. On a few points we had the tendency to undervalue the "pain" of the customer while on another hand we focused on some aspects that seem to bring only marginal gain from the customer's point of view.

Having the customer in mind when developing a project is not enough, we tend to be biased by our IT perspective. We can see that a real market study prior to the start of the project and regular feedback from marketing is crucial when developing a product.

The tool SCRUM is a good start to try to avoid the pitfall of producing a product that is not adapted to the market, the Product Owner is there to remind who we are building for, what is the real purpose of the software and what is really important for the customer. However, even though the product owner helps create the user stories and has the hand on their ranking, we realized that there is still room for error. The IT team, when creating the tasks and evaluating them, might decide to spend too much resources on aspects that don't really matter for the customer, and not enough resources on what matters most. The final result, even though it respected the wishes of the product owner, might be of lower quality compare to if the developers had a clear understanding of the user's profile and his buying behavior.

Thanks to the SEM/SER students report of the interview we identified 3 problems with the current customer journey that we should consider in our solution:

- The customer stated that he had to wait too long for the blueprint of his carport, which made him consider going to another company.

- > User story: As a customer, I would like to receive the blueprint of my carport as soon as I have validated a pre-order, so that I can apply for a construction permit.

- The customer mentioned that he found it odd not to get the price of his custom carport when he selected his carport and entered the dimensions. It affected his trust in the company as it gives the feeling that prices are not fixed.

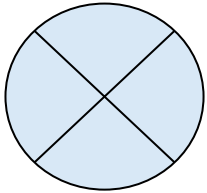
-> User story: As a customer, I would like to receive an approximate price of my carport as soon as I have entered the dimensions, so that I can decide to continue the purchase or not.

-The customer mentioned that he would have liked Johannes FOG to provide a list of people who could help him build his carport.

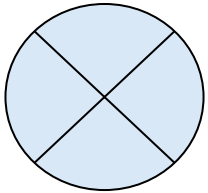
-> User story: As a customer, I would like to receive a list of available carpenters able to build my carport so that I can get it done if I can't do it myself.

initial customer journey:

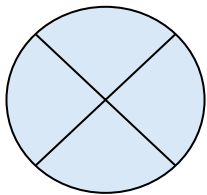
BEFORE



Need recognition
(Internally or externally)

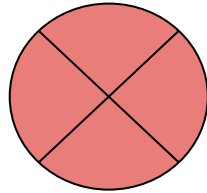


Searching for information
(network or online)

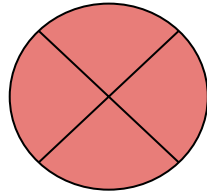


Choosing service
provider

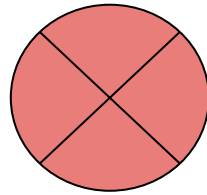
DURING



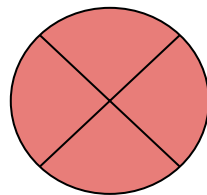
Website frontpage



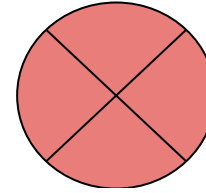
Navigate to carpports



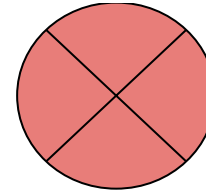
Navigate to
customized



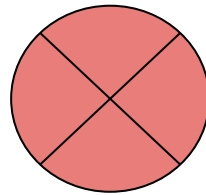
Choose desired roof
type



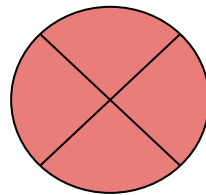
Payment



Decision making time

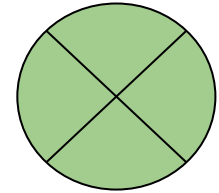


Await answer

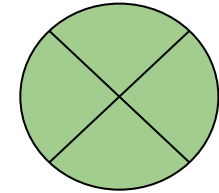


Type in
measurements &
information

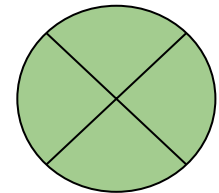
AFTER



Awaits delivery



1. Build-it-yourself
2. Call Fog for assistance
3. Hire a carpenter

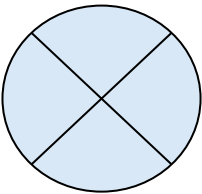


1. End of story
2. End of story
3. Have a carpenter recommended by Fog

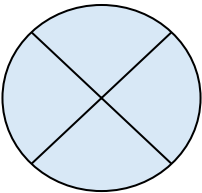


Desired customer journey after interview:

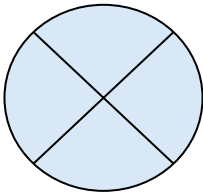
BEFORE



Need recognition
(Internally or externally)

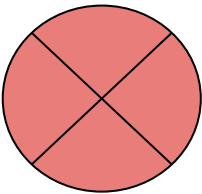


Searching for information
(network or online)

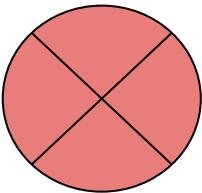


Choosing service
provider

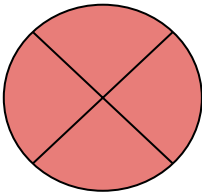
DURING



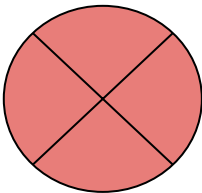
Website frontpage



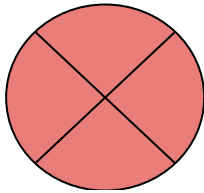
Navigate to carpports



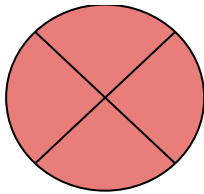
Navigate to
customized



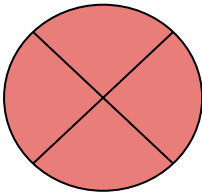
Choose desired roof
type



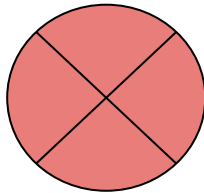
Payment



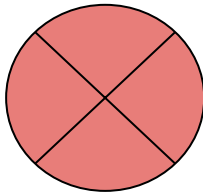
Decision making time



Get pricing

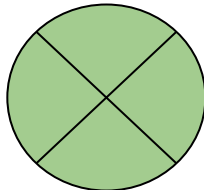


Receive blueprints

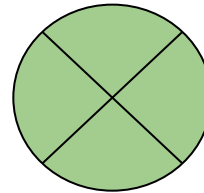


Type in
measurements &
information

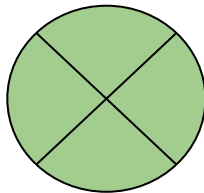
AFTER



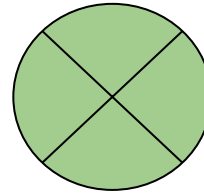
Receives list of carpenters



Awaits delivery



- 4. Build-it-yourself
- 5. Call Fog for assistance
- 6. Hire a carpenter



- 4. End of story
- 5. End of story
- 6. Have a carpenter

Importance	Title	User Story	Estimate
100	Forms & Input	- As a visitor, I would like to input dimensions and select parts for my carport so that I can create the one I want.	40
100	Login	- As a visitor, I would like to log in so that I can finalize a pre order.	2
100	Registration	- As a visitor, I would like to sign-up so that I can finalize an order.	3
90	Pre-order	As a logged-in customer, after I designed my custom carport, I would like to pre-order the selected custom carport so that my pre-order is saved in the system	5
100	Part list	As an employee, I would like to retrieve a list of parts to use after a customer input dimensions of desired carport, so that I can prepare the delivery	100
100	Price	As a logged-in customer, I would like to see an approximated price of my carport right after I pre-order it so that I can decide to buy it or not	40
90	Finalize order & payment	- As a logged-in customer, I would like to confirm my pre-order and finalize it into an order so that I can pay and it can be delivered.	20
100	Illustration generation	As a logged in customer, I would like to see an illustration of the custom carport I designed after I validated a pre-order, so that I can apply for building permit	100
70	sales person overview of pre-orders and orders	- As a salesperson, I would like to have an overview of all pre-orders and all orders so that I can see if I need to contact customers to push for orders (breakdown needed, sorted by date).	20
70	carpenter	As a customer, I would like to receive a list of available carpenters to help me build my carport after I paid for it, so that I can get it built if I can't do it myself	5
50	Customer edit pre-order	As a logged-in customer, I would like to edit a pre-order so that I can modify my custom carport.	8
50	sales person edit pre-orders	- As a salesperson, I would like to edit pre-orders so that I can provide better service to customers.	5
40	Sales rep. contact details	- As a logged-in customer, after a pre-order, I would like to see the contact details of the salespersons assigned to me.	5
30	salesperson edit orders	- As a salesperson, I would like to edit orders so that I can provide better service to customers.	5
10	Customer edit personal information	- As a logged-in customer, I would like to edit a pre-order so that I can modify my custom carport.	3
5	give priority to orders	- As a salesperson, I would like to give a priority factor to an order so that this order is treated first (delivered first).	8
0	Delivery estimation	- As a visitor, I would like to see the availability of the parts of the custom carport so that I can get an idea of the time it will take to be	8

		delivered.	
0	Check order status	- As a logged-in customer, I would like to see the status of my order so that I can check when the carport will be delivered.	5
0	updated availability of order notification	- As a salesperson, I would like to give a priority factor to an order so that this order is treated first (delivered first).	40
0	update availability	- As an employee, I would like to edit availability of a part so that the customer and salesperson have updated information.	3
0	Overview for stock and deliveries	- As an employee, I would like to see overview of orders so that I can organize my purchase/production of parts and deliveries.	5
0	affect parts to pre-orders	- As an employee I would like the system to affect the parts to the pre-orders so that I know what part is for what pre-order	40