DAT-COS-1

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1. **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.

1. **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 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.

1. **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 the customer decided to buy b) when the customer has paid c) 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 FOG and its customers. For example, FOG’s website, a phone conversation between a customer and a salesperson, a face-to-face meeting in the store are touchpoints. It seem to be crucial places/moments where FOG has to try its best to provide the service adapted to the customers’ needs, as well as communicate a positive and trustworthy image.

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

For FOG, a successful customer journey is a journey where a customer ends up buying one of its products. To do so, 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 FOG is that customer acquisition cost should be as l 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 fulfill 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 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 FOG can design a purchasing flow and identify the potential “Fail points” (the SEM/SER students explained it was key moments/steps where 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. FOG’s needs are to answer the customer’s needs until the end within some budget requirements.

**Tuesday, April 25, 2017**

1. **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.

1. **Buying behavior**

To be defined after SER interview

1. **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 thing that Johannes Fog must make the customer journey has 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 implement 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.

1. **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?