DAT-COS-1

Mathias Jepsen, Thomas Thimothee, Lovro Biljeskovic

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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 decided to buy one but before he is delivered c) after the delivery and finishes when the carport is built. We noted that this split in 3 steps was quite subjective as we thought the step 2 could end when the customer pays and not when he is delivered.

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.