



D3.1 Intermediate business plan and business model

D3.1 Annex 1 - Customer Journey

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MENTOR JOURNEY MAP

Objectives

John Green, 72 years old, retired robotics engineer; active person wanting to occupy his time and still use his professional knowledge; fairly accustomed to working on a computer

- Remain connected with the industry
- Participate in building the future
- Increase income for a better life

Activities

Touchpoints

Emotions

Pain points

Solutions

	Awareness	Consideration	Register	Onboarding	Retention
Activities	SEE FACEBOOK POST SEE LINKEDIN POST HEAR FROM FRIENDS AND ACQUITANCES	RESEARCH DETAILS ONLINE STUDY THE WEBSITE WEIGH THE BENEFITS	REGISTER CREATE A PROFILE INDICATE AVAILABILITY	READ MENTORING BLOG POSTS CREATE MENTORING PLANS FOR REQUESTS BEGIN MENTORING	RECOMMEND TO FRIENDS WRITE REVIEW RECEIVE&GIVE FEEDBACK
Touchpoints	FACEBOOK AD LINKEDIN AD	HOME PAGE BECOME A MENTOR PAGE BLOG	REGISTER WITH OTHER SOCIAL MEDIA CREATE PROFILE PAGE	REGISTER WITH EMAIL FORM ADD PHOTO MENTOR TRAINING MENTOR HANDBOOK MENTORING PROGRAM FORM HOLD MEETING	RECEIVE MENTORING REQUEST FEEDBACK FORM BLOG TESTIMONY HOMEPAGE
Emotions					
Pain points	DIFFICULTY IN FINDING WEBSITE	INFORMATION NOT CLEAR TOO MUCH INFORMATION/ BORING	TOO MANY STEPS ERRORS IN UPLODING PHOTO/DOC	CONNECT LINKS FAIL ERROR IN RESPONDING TO REQUESTS UNRESPONSIVE COMPANY LACK OF REQUESTS	NO FOLLOW-UP ABOUT SATISFACTION
Solutions	ASSURE WEBSITE IS EASY TO FIND IN A SEARCH	INFORMATION GIVEN IS NECESSARY WRITE IN A CLEAR CONCISE MANNER MAKE SURE WEBSITE DESIGN IS EFFECTIVE IN KEEPING READER ENGAGED	ONLY REQUEST NECESSARY INFO ASSURE LINKS WORK ASSURE DIFFERENT TYPES AND SIZES OF DOCS ARE SUPPORTED	HELPDESK FOR REQUESTS REPORT FUNCTION FOR UNRESPONSIVE/ RUDE USERS BLOG POSTS ABOUT INCREASING REQUESTS	FEEDBACK FORM AFTER THE 1ST WEEK&MONTH REQUEST TESTIMONY



CUSTOMER JOURNEY MAP

Objectives

Ibis Bot, a company specialised in automotion, 8 years of activity; they provide robots and other equipment and services to companies in need of automotion; searching for guidance with bigger projects

- Reliable platform and information.
- Searching for vast knowledge and experience in the field.
- Wishes to invest in mentoring their staff.

Activities

Awareness

SEE FACEBOOK POST
SEE LINKEDIN POST

Consideration

STUDY THE WEBSITE
WEIGH THE BENEFITS
READ SITE INFORMATION

Purchase

REGISTER
CHOOSE SUBSCRIPTION PLAN
CREATE A PROFILE

Onboarding

RESEARCH MENTORS
CHOOSE MENTOR
PARTICIPATE IN SESSIONS

Retention

PROGRESS TRACKING
UP&DOWN MENTOR FEEDBACK
WRITE REVIEW

Touchpoints

FACEBOOK AD
LINKEDIN AD

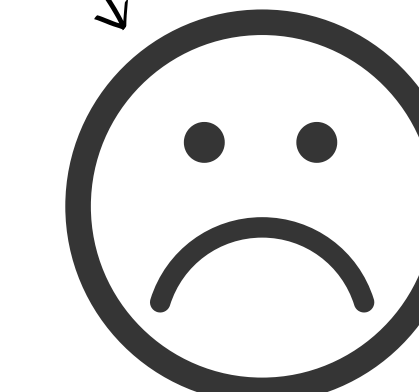
HOMEPAGE
READ REVIEWS
BLOG

REGISTER WITH OTHER SOCIAL MEDIA
REGISTER WITH EMAIL FORM
ADD MEMBERS
ADD PHOTO
CREATE PROFILE PAGE
PAYMENT DETAILS

POST A REQUEST
JOIN MEETING
CHOOSE MENTOR
SET GOALS
SCHEDULE MEETING
PROGRESS TRACK

FEEDBACK FORMS
BLOG
TESTIMONY
HOMEPAGE

Emotions



Pain points

DIFFICULTY IN FINDING WEBSITE

INFORMATION NOT CLEAR
TOO MUCH INFORMATION/ BORING

TOO MANY STEPS
ERRORS IN UPLODING PHOTO/DOC
CONNECT LINKS FAIL
PAYMENT DETAILS ERROR

ERROR IN POSTING A REQUEST
UNFIT MENTOR
MENTOR DECLINE/NO RESPONSE
UNCOLLABORATIVE MENTOR

NO FOLLOW-UP ABOUT SATISFACTION

Solutions

ASSURE WEBSITE IS EASY TO FIND IN A SEARCH

INFORMATION GIVEN IS NECESSARY
WRITE IN A CLEAR CONCISE MANNER
MAKE SURE WEBSITE DESIGN IS EFFECTIVE IN KEEPING READER ENGAGED

ONLY REQUEST NECESSARY INFO
ASSURE LINKS WORK
SITE SUPPORTS DIFFERENT PHOTO/DOC TYPES/SIZES
ASSURE PAYMENT METHOD IS FUNCTIONAL

HELPDESK FOR REACHING MENTOR
INCENTIVIZE MENTORS TO RESPOND
ASSURE REQUEST POSTING IS FUNCTIONAL

FEEDBACK FORM AFTER THE 1ST WEEK&MONTH
ASSURE PAYMENT SYSTEM IS HIGHLY EFFICIENT



INDIVIDUAL STUDENT JOURNEY MAP

Objectives

Carolien Zetta, 34 years old, product design senior; feels unchallenged at work and wishes to advance her career; she can't find a reliable source of information; wishes to be promoted

- Reliable platform and information.
- Searching for someone with vast knowledge and experience in the field.
- Wishes to be promoted and recognized at work.

Activities

Touchpoints

Emotions

Pain points

Solutions

	Awareness	Consideration	Purchase	Onboarding	Retention
Activities	SEE ADVERTISEMENTS	RESEARCH DETAILS ONLINE STUDY THE WEBSITE WEIGH THE BENEFITS READ TESTIMONIES	REGISTER CHOOSE SUBSCRIPTION PLAN CREATE A PROFILE	RESEARCH MENTORS CHOOSE MENTOR PARTICIPATE IN SESSIONS	PROGRESS TRACKING UP&DOWN MENTOR FEEDBACK WRITE REVIEW
Touchpoints	FACEBOOK AD LINKEDIN AD	HOMEPAGE READ REVIEWS BLOG	REGISTER WITH OTHER SOCIAL MEDIA REGISTER WITH EMAIL FORM CREATE PROFILE PAGE ADD PHOTO PAYMENT DETAILS	FIND MENTOR PAGE ACCESS CONTENT SCHEDULE MEETING PROGRESS TRACK JOIN MEETING SEND MENTORING REQUEST	FEEDBACK FORMS BLOG TESTIMONY HOMEPAGE
Emotions					
Pain points	DIFFICULTY IN FINDING WEBSITE	INFORMATION NOT CLEAR TOO MUCH INFORMATION/ BORING	TOO MANY STEPS ERRORS IN UPLODING PHOTO/DOC	CONNECT LINKS FAIL PAYMENT DETAILS ERROR ERROR IN CONTENT ACCESS MENTOR DECLINE/NO RESPONSE	MEETING ROOM MALFUNCTION NO FOLLOW-UP ABOUT SATISFACTION INVOICE NOT RECEIVED/INCORRECT
Solutions	ASSURE WEBSITE IS EASY TO FIND IN A SEARCH	INFORMATION GIVEN IS NECESSARY WRITE IN A CLEAR CONCISE MANNER MAKE SURE WEBSITE DESIGN IS EFFECTIVE IN KEEPING READER ENGAGED	ONLY REQUEST NECESSARY INFO ASSURE LINKS WORK ASSURE DIFFERENT TYPES AND SIZES OF DOCS ARE SUPPORTED MULTIPLE PAYMENT METHODS	ASSURE UPLOADED CONTENT IS FUNCTIONAL HELPDESK FOR MEETING ROOMS INCENTIVIZE MENTORS TO RESPOND	FEEDBACK FORM AFTER THE 1ST WEEK&MONTH ASSURE PAYMENT SYSTEM IS HIGHLY EFFICIENT



EDU INSTITUTION JOURNEY MAP

Objectives

George Zeeman, 42 years old, programming professor at university; wishes to convey to students in depth tasks and responsibilities of a programmer; wants to introduce different career paths to real life experiences

- Reliable platform and information.
- Searching for someone with vast knowledge and experience in the field.
- Wishes to properly inform students about future options.
- Wishes to provide in-depth info & business insights.

Activities

Awareness

SEE ADVERTISEMENTS

Consideration

RESEARCH DETAILS ONLINE
STUDY THE WEBSITE
WEIGH THE BENEFITS
READ TESTIMONIES

Purchase

REGISTER
CHOOSE SUBSCRIPTION PLAN
CREATE A PROFILE

Onboarding

RESEARCH MENTORS
CHOOSE MENTOR
PARTICIPATE IN SESSIONS

Retention

PROGRESS TRACKING
UP&DOWN MENTOR FEEDBACK
WRITE REVIEW

Touchpoints

FACEBOOK AD
LINKEDIN AD

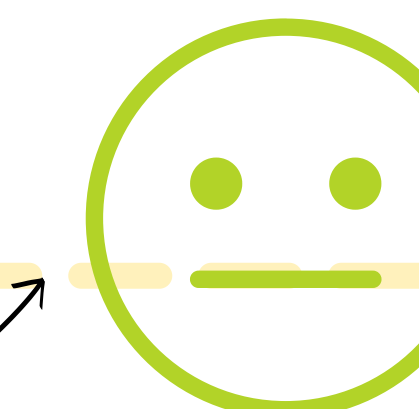
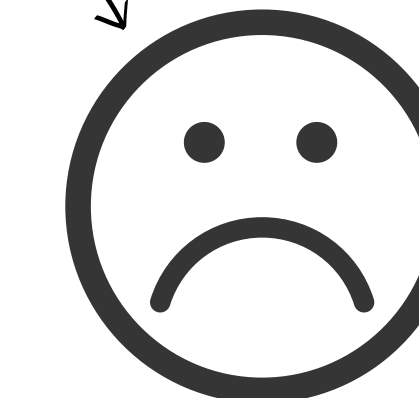
HOMEPAGE
READ REVIEWS
BLOG

REGISTER WITH OTHER SOCIAL MEDIA
REGISTER WITH EMAIL FORM
CREATE PROFILE PAGE
ADD PHOTO
PAYMENT DETAILS

FIND MENTOR PAGE
ACCESS CONTENT
SCHEDULE MEETING
PROGRESS TRACK
JOIN MEETING
SEND MENTORING REQUEST

FEEDBACK FORMS
BLOG
TESTIMONY
HOMEPAGE

Emotions



Pain points

DIFFICULTY IN FINDING WEBSITE

INFORMATION NOT CLEAR
TOO MUCH INFORMATION/ BORING

TOO MANY STEPS
ERRORS IN UPLODING PHOTO/DOC
CONNECT LINKS FAIL
PAYMENT DETAILS ERROR

ERROR IN CONTENT ACCESS
MENTOR DECLINE/NO RESPONSE
MEETING ROOM MALFUNCTION

NO FOLLOW-UP ABOUT SATISFACTION
INVOICE NOT RECEIVED/INCORRECT

Solutions

ASSURE WEBSITE IS EASY TO FIND IN A SEARCH

INFORMATION GIVEN IS NECESSARY
WRITE IN A CLEAR CONCISE MANNER

ONLY REQUEST NECESSARY INFO
ASSURE LINKS WORK
ASSURE DIFFERENT TYPES AND SIZES OF DOCS ARE SUPPORTED

ASSURE UPLOADED CONTENT IS FUNCTIONAL
HELPDESK FOR MEETING ROOMS

FEEDBACK FORM AFTER THE 1ST WEEK&MONTH
ASSURE PAYMENT SYSTEM IS HIGHLY EFFICIENT