

# Consumer Journey Map- Awareness and discovery phases



## Engagement for recruitment



	Awareness	Initial research	Decision to purchase
Consumer activity/ actions	<ul style="list-style-type: none"> <li>searching how they can save money</li> <li>searching for sustainable heating solutions</li> <li>looking for energy saving measures</li> </ul>	<ul style="list-style-type: none"> <li>Asking trusted people in existing networks</li> <li>Online research: websites, user forums, reviews</li> <li>highlighting others that are interested in HP</li> <li>RHILC</li> <li>talking to traders they know</li> <li>with in groups</li> </ul>	
Consumer Goal	<ul style="list-style-type: none"> <li>save money on fuel bills</li> <li>Lower carbon footprint</li> <li>want to take energy saving measures in the home, insulation, LVT etc.</li> <li>not being so dependant energy market</li> <li>reliable source for heating</li> <li>need to replace old/ broken heating system</li> <li>Want to replace existing heating system for something more efficient</li> <li>want more control</li> <li>distress purchase</li> </ul>	<ul style="list-style-type: none"> <li>Is it right for me, my home, my family?</li> </ul>	
Touch points	<ul style="list-style-type: none"> <li>Word of mouth</li> <li>group/ sub communities</li> <li>Neighbours</li> <li>previous RHILC group events and projects</li> <li>watching video on youtube</li> <li>articles in the media</li> <li>TV</li> <li>energy supplier</li> <li>government announcements (boiler etc)</li> <li>online</li> </ul>	<ul style="list-style-type: none"> <li>online</li> <li>google HP</li> <li>google HP installers</li> <li>government funding schemes</li> <li>Family, friends, neighbours</li> <li>local authority</li> <li>survey process</li> </ul>	
Consumer experience Thoughts and feelings	<ul style="list-style-type: none"> <li>worried about rising energy prices</li> <li>worried about cost of energy</li> <li>worried about climate change - is a priority</li> <li>I don't know enough about how my heating system works and what changes I should be making to save energy</li> <li>I think HPs are expensive to buy</li> <li>I think HPs are expensive to run compared to Gas boilers</li> <li>Don't think a HP is a good idea - heard negative things about HPs</li> <li>Confused after reading conflicting information</li> <li>Don't trust the 'new' technology of HPs</li> <li>I don't know anyone else that has a heat pump</li> <li>Stress over money and living costs</li> <li>worried my heating system is not efficient or is going to breakdown in winter</li> <li>I can't do anything about climate change as an individual</li> <li>worries about decrease in comfort / increase in effort</li> <li>too risky to change to HP as it may end up costing more than a gas boiler</li> <li>don't know if I have the right information / need to make a decision</li> <li>Worried about noise and the look of a HP</li> <li>A HP will be noisy</li> <li>A HP is an eye sore</li> <li>head in sand because of stress with costs</li> <li>don't care, don't have time - just want comfort and cost</li> <li>worried about climate change - but not a priority</li> <li>stressed about money - not a priority</li> <li>lacking time to think about energy</li> </ul>	<ul style="list-style-type: none"> <li>Is this information trustworthy/ reliable?</li> <li>will predicted saving be true</li> <li>What do I need to know to make the right decision? Have I covered everything?</li> <li>I don't feel confident to make an investment - it all seems so technical</li> <li>This technology looks risky</li> <li>having to use trade persons that they don't know</li> <li>I'm excited to be able to take action!</li> <li>Is my property right for a HP?</li> <li>Can I believe what I was told?</li> <li>do I trust this service</li> <li>is a HP cheaper to run than my gas boiler</li> <li>do I have to have the HP all the time - is this more expensive?</li> <li>what happens if a HP goes wrong, and can't find or don't know any one to fix it</li> <li>will I get harassed by third parties if I sign up to project</li> <li>will I have to make home alterations</li> <li>how much will home alterations cost</li> <li>Will I regret this decision?</li> <li>do I trust these organisation / project</li> <li>don't understand the tech to operate the HP correctly</li> <li>it looks like people are happy with this technology</li> <li>this technology looks very overpriced/good</li> <li>how are the numbers for running costs calculated? and by who</li> <li>I want reliability,</li> <li>what if it goes wrong , who do I contact</li> <li>I'm worried about staying warm this winter</li> </ul>	
Pain points and barriers	<ul style="list-style-type: none"> <li>process of finding out about HPs is so complicated and time consuming</li> <li>feel not empowered to make a change for environmental issue</li> <li>lack of knowledge of general heating systems</li> <li>Can't afford upfront payments</li> <li>end up with higher running costs</li> <li>lack of access to correct and unbiased information</li> <li>lack of understanding of how HPs work</li> <li>don't know anyone that has one - not 'normalised'</li> <li>don't talk / interact with/ to community</li> <li>time limitations</li> <li>lack of knowledge of environmental impact home heating, gas</li> <li>lack of knowledge of their energy usage</li> <li>no ROI</li> <li>risk aversion</li> <li>Don't trust information</li> <li>Don't trust the organisation or person giving information</li> <li>uncertainty around cost</li> </ul>	<ul style="list-style-type: none"> <li>Don't trust information</li> <li>security of personal data</li> <li>costs of running a HP is unclear</li> <li>information and offers to complicated</li> <li>don't know a trusting trades person that deals with HPs</li> <li>need home alterations that will be disruptive</li> <li>need home alterations that will be even more than I can afford</li> </ul>	
Opportunities	<ul style="list-style-type: none"> <li>educate environment data of fossil fuel</li> <li>Education of heating system</li> <li>educating people about sustainable heating options</li> <li>inform in to local media, general awareness, capture conversations</li> <li>association with OCC</li> <li>association with university</li> <li>simple communication</li> <li>simple messaging</li> <li>visual representation</li> <li>lack in social capital - hard to access</li> <li>connect with individual group clubs</li> <li>via network and forums</li> <li>normalising/ demystifying heat pumps</li> <li>best information to make informed decision</li> <li>accurate calculation for running costs</li> <li>build trust installer will be local - reassurance by boat</li> </ul>		
Solutions	<ul style="list-style-type: none"> <li>Being environmentally active not being detrimental</li> <li>HP needs to meet the needs, manage expectations</li> <li>de-risk - what the costs and benefits will be - CAD SMA data</li> <li>MCS exists and what it means</li> <li>not going give misleading information</li> <li>only benefits for customer not organisation</li> <li>know name, start conversations</li> <li>advertise events</li> <li>information about renovation opportunities for HP</li> <li>Heat Pump champions</li> <li>trailer demo</li> <li>who conducts the calculations/ are they bias? - third party</li> <li>no compromise on comfort and costs</li> <li>TBI - control valves on individual rooms - reg flow of water</li> <li>tailored assessment of properties for installation, including size and air circulation</li> <li>Assurance of quality installation</li> <li>Single point of contact</li> </ul>		