

CUSTOMER JOURNEY

	RESEARCH	COMPARISON	WORKSHOP	QUOTE	SIGN-OFF
TYPICAL QUESTIONS	<p>How do I make an app?</p> <p>What platform should I use?</p> <p>How much does it cost?</p> <p>How do I protect my ideas?</p>	<p>What should I look for in an app developer?</p> <p>Cost vs quality?</p> <p>Who have they worked with before?</p> <p>What are their capabilities?</p>	<p>How do I know the app will be successful?</p> <p>Who will be the product owner/decision maker?</p>	<p>How does this compare?</p> <p>What other business opportunities do I have?</p> <p>Do I really want to take this leap?</p> <p>How will I fund this?</p>	<p>What else do I need to do to set up the business?</p> <p>When will I get my finished product?</p>
EMOTIONS/ FEELINGS	<p>Curious. Protective.</p> <p>Enthusiastic. Keen to rush in.</p>	<p>Discretionary. Subjective. Unsure.</p> <p>Weighing up pros and cons - usually focused around time, money and quality.</p>	<p>Eager. Inspired.</p> <p>Has a new comprehension of the workload required.</p>	<p>Revisiting prior ideas or options. Justifying their decisions with business partners or family. Validating internally that it is the right move to make.</p>	<p>Optimistic. Nervous/anxious. Keen to see results ASAP.</p>
WE NEED TO...	<p>Be present, ensure that we are found. Give confidence in us as a company and give them reason to contact us.</p>	<p>Explain the process of app development, best practices and show our past success stories. Be open, honest.</p>	<p>Get them to really understand what is involved - that nothing is an overnight success. Establish that we will be there to guide them through the process.</p>	<p>Display why we are the best team for the job and justify our pricing with substantiated information. Welcome questions.</p>	<p>Set clear expectations. Keep them informed with relevant information. Communicate frequently. Ask for feedback on how we're doing to ensure everyone is happy and on the same page.</p>