



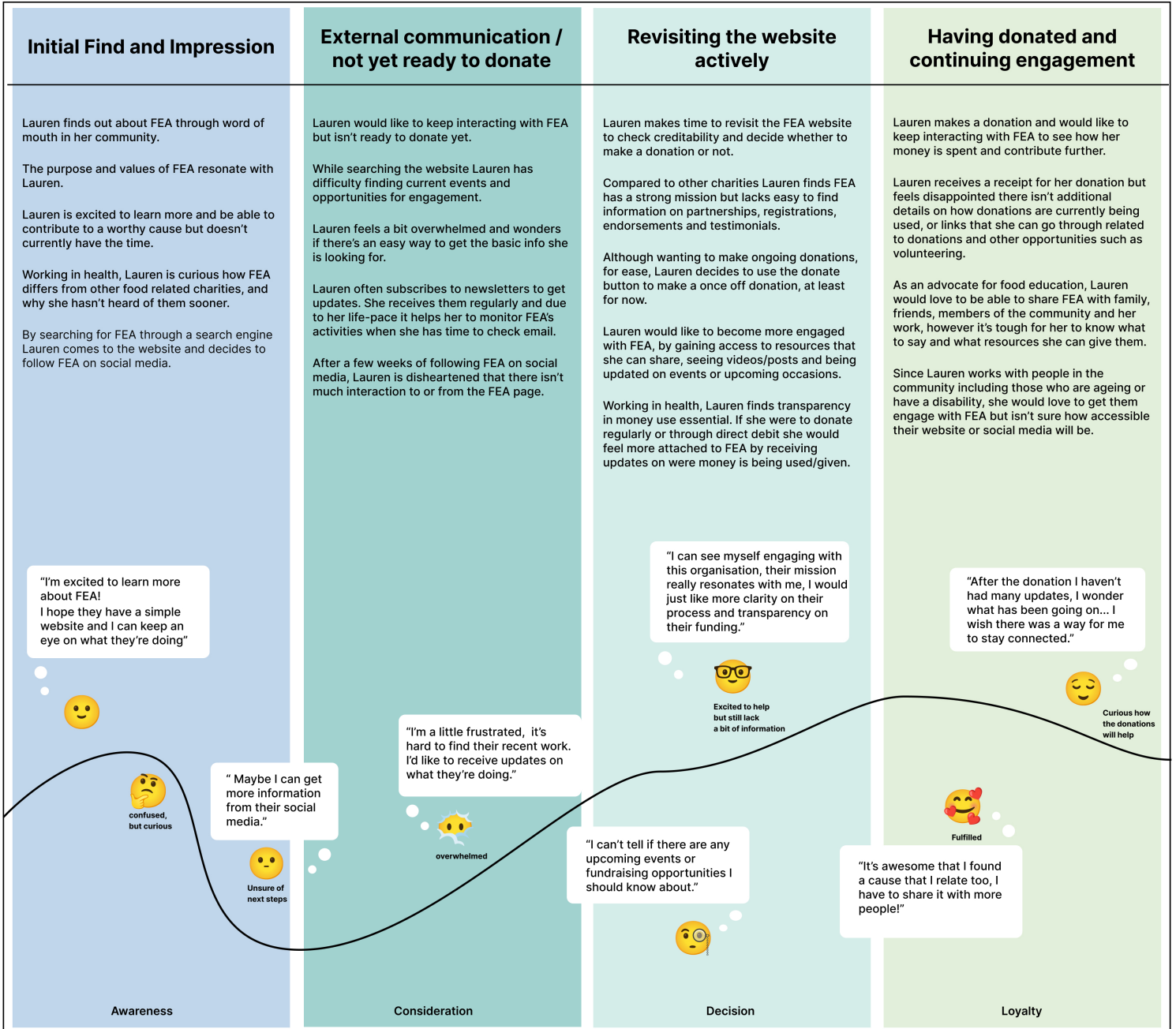
Customer Journey Map

Contact and Engagement

Scenario - Lauren and her family donate at least once a year and occasionally look for new organisations to donate to that align with her values. As a full-time working mom, Lauren juggles many priorities, so isn't always time savvy and needs reminders to do non-essential things. As an occupational therapist, she sees the effects of poor nutrition in her clients. Lauren wants to find a place she can trust; otherwise, she will discontinue the donation.

Expectations

- Communication channel
- Emotional connection
- Social Proof



Opportunities

- Targeted ads to be able to reach the right audience
- The strategy of the website to make it well organized, yet contain necessary visualise info for Lauren
- Explain how FEA is different from other organisations and where the money from donations goes to
- Events and partnerships on front page for credibility
- Video/pictures to scan easily (time poor)
- Regular newsletters to remind FEA
- Opt-in/contact form to be able to submit instead of email
- Newsletter subscription button
- Icons to stand out, social media accounts to be more present
- Live updated data (donations, money fundraised for causes)
- FAQ
- Easy to scan achievements
- Easy to find certifications/ credibility information
- Easy Navigation buttons
- Videos shows their activity
- Testimonial - social proof
- Well designed History page with recent updates or upcoming
- FEA Personalised/focused receipts
- Subscription donations
- Automatic direct debits
- Visibility of donor money contributed
- Statistics on where/how donor money is being spent
- Mail/email to see how money is being spent
- Flyers/ info packs to share
- Suggestions and feedback