



Trillium Haven

Service Design Project
L. Bishop | Edited April 22, 2020



Client Summary

Project Summary:

This Service Design Project was prepared for Vince Nowack and Michael Vanderbrug in preparation to launch Trillium Haven, a new residential neighborhood development positioning itself as a sustainable agriculture focused lifestyle as a centerpiece of it's community.

This project was launched to research and refine a potential business model for Trillium Haven through the development of stakeholder information and interviews while primarily focusing on the potential customer information, journey and relatable experiences.

Through the use and results of these Service Design techniques, we have gathered unique information and insights for review and contemplation for further development.

The Deck:

Stakeholder Map

Personas

Customer Journey Map

Story Board | The Evaluation Process

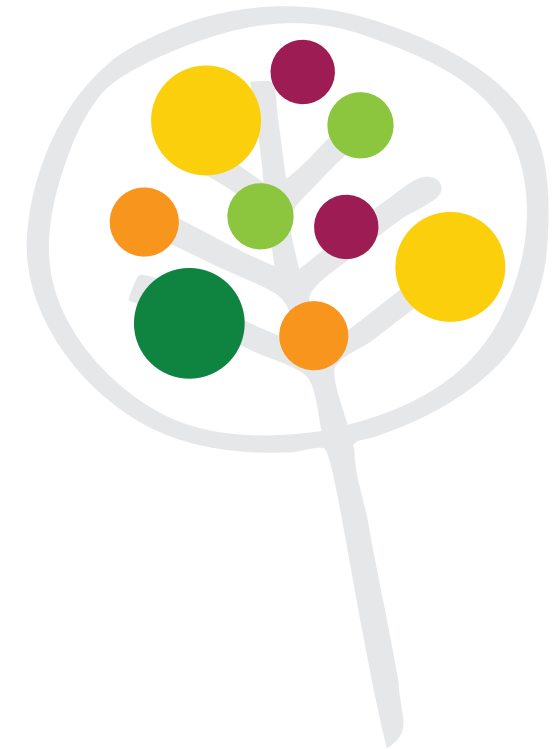
Story Board | The Purchasing Process

Customer Experience Map

Customer Blueprint

Client Logo/Touchpoint

Wrap-Up/Insights



Stakeholder Map

SEEDS:

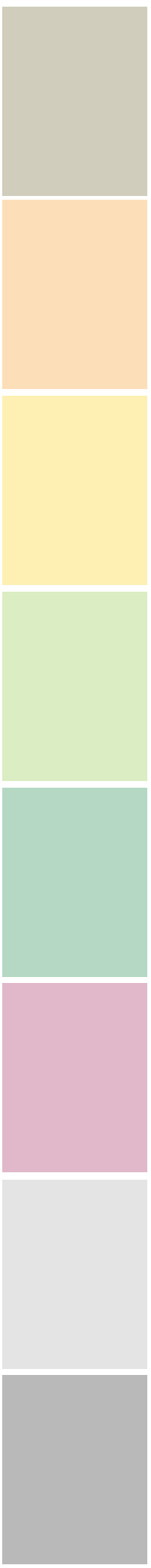
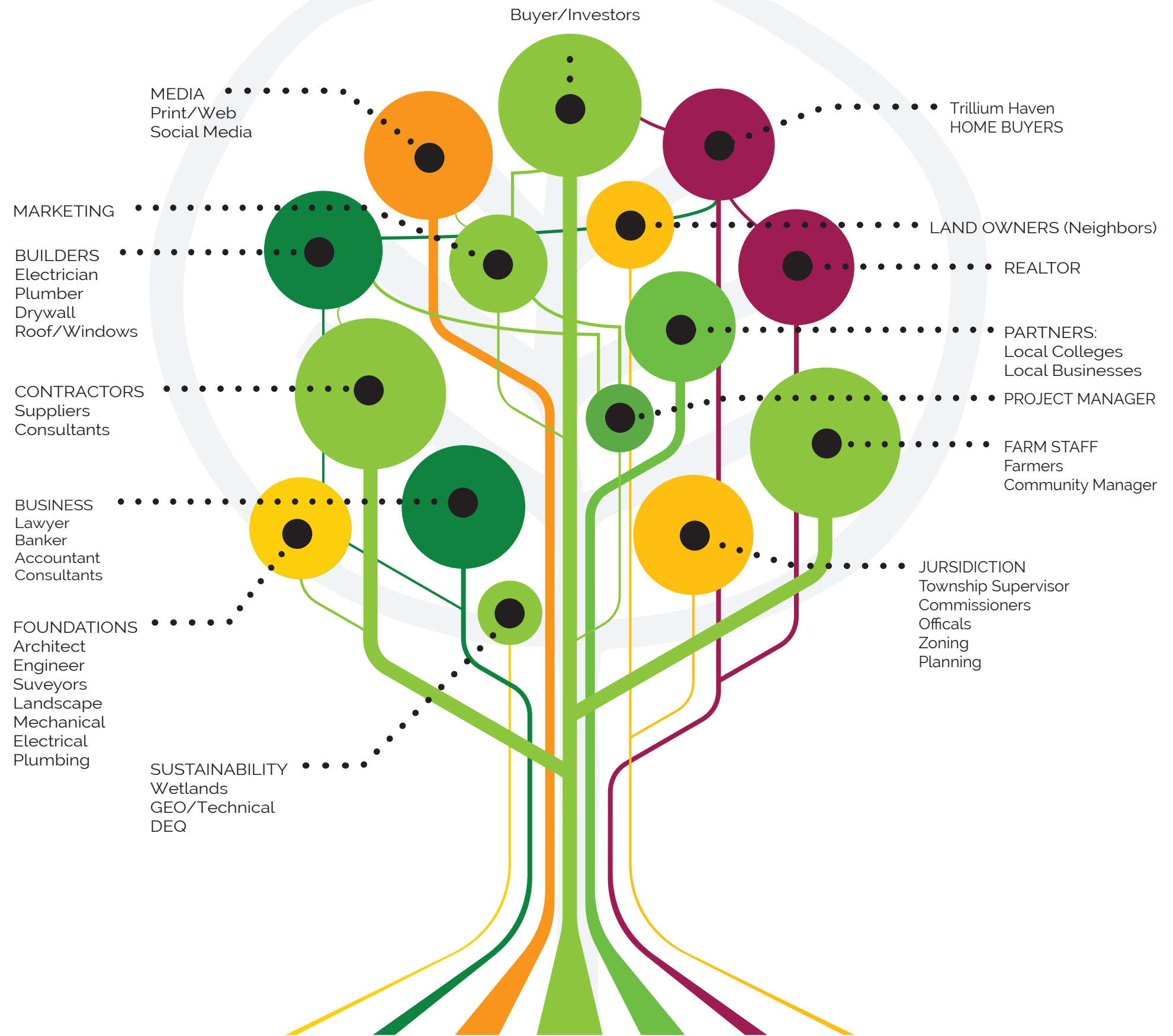
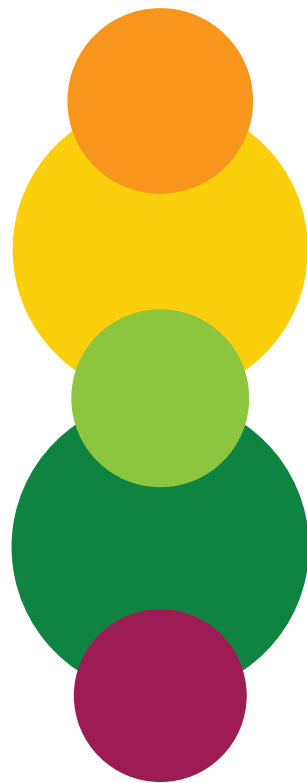
Foundational level of participants directly related to the beginning structure of the new organization. Denotes critical seeds that will feed and form the overall growth and prosperity of organization.

GROWTH:

Denotes areas of true growth in terms of wealth or population. Key players in the process of expansion and addition of resources for continued success.

BLOOM:

Denotes areas of true fruition; the measurable successes of newly formed development through building, community engagement and growth.



Potential Buyer: PETE



Potential Investor: DAVID



Farmer: PHIL



Customer Journey Map



Timeline



START

Awareness

- Shelly Irwin Show Vince & Mike WGVU
- Social Media Post @Trillium
- Farm to Table Restaurant Flyers
- Beer coasters & Cocktail napkins
- Sponsored Event: 5K/10K
- Urban Roots
- Sponsored Event 5k/10K

Research

- Google Search "Agrihoods"
- Trillium Website
- Renewable Energy Statement
- Virtual Tour
- E-Mail Sign Up
- Newspaper Article on Trillium Haven
- Mapping Location
- New Sign Onsite
- Drive By

Evaluation

- E-Mail Event Invitation
- RSVP to Event
- Email Reminder
- Reviews with People/Friends
- Follow Social Media
- Snail Mail Info
- Conversation with Significant Other
- E-Newsletters
- Social Media Updates
- Post Event Progress Updates
- Drive to Event
- Parking/Golf Cart
- Product Brochure Take Away
- EVENT: onsite chat renderings virtual tours walk thru food/music hayrides cash bar petting zoo
- Sign Up Sheet w/Address

Purchase

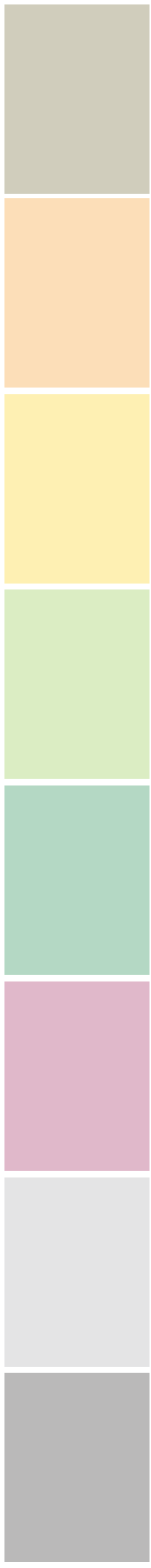
- Progress Updates
- Social Media Updates
- PR/Storytelling
- Contact Realtor
- Application
- Bank Financing
- Downpayment
- Questions Concerns
- Site Visits
- CLOSING
- GROUNDBREAK
- Floorplan Refine

Loyalty

- Social Media
- Weekly Updates
- LIVE Photostream
- Champagne Event Invitations
- Champagne Event
- Buyer/Mixer Event

Digital Touchpoints

Non-Digital Touchpoints

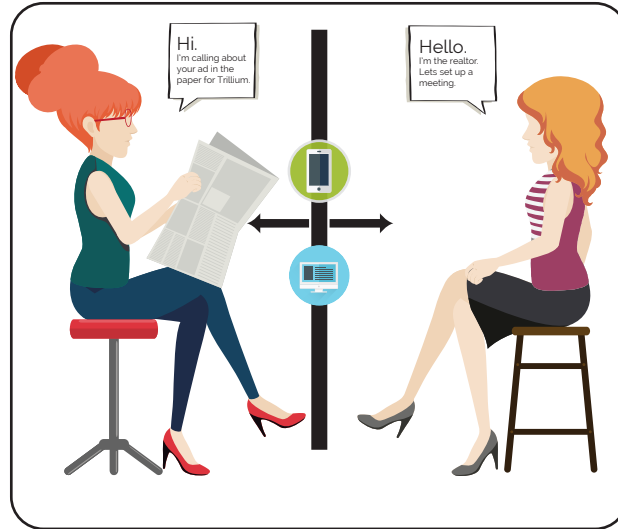


Story Board: The Evaluation Process

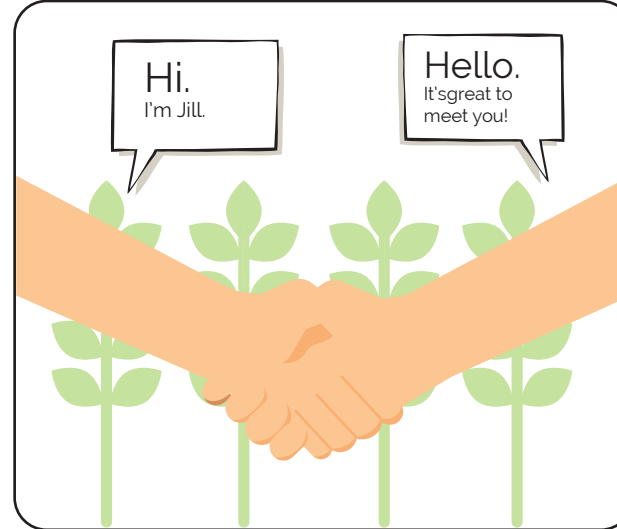
In this scene, Jill, our identified potential customer and stakeholder has been exposed to Trillium Haven through her own research, advertisements and social media, which leads her to make a call to the Realtor representing Trillium Haven. The Realtor takes Jill on an information journey about Trillium Haven. Jill becomes increasingly excited about the development and decides to discuss the possibilities of joining Trillium Haven with her partner.



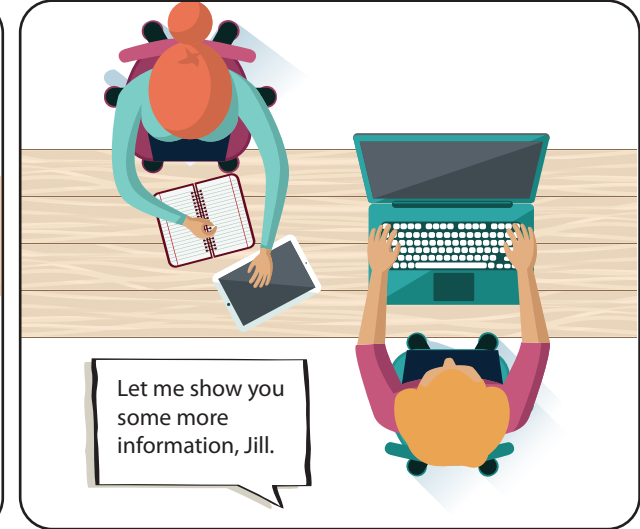
Jill learns of the Trillium Haven agrihood and begins to wonder about the development.



Jill contacts the Trillium Haven Realtor to find out more information.



Jill meets with the Realtor to be shown the property and get more information.



The Realtor invites Jill into the Trillium Haven on-site office to show her more information about the property.



The Realtor shows Jill the development website online and Jill takes notes to take back to her family.



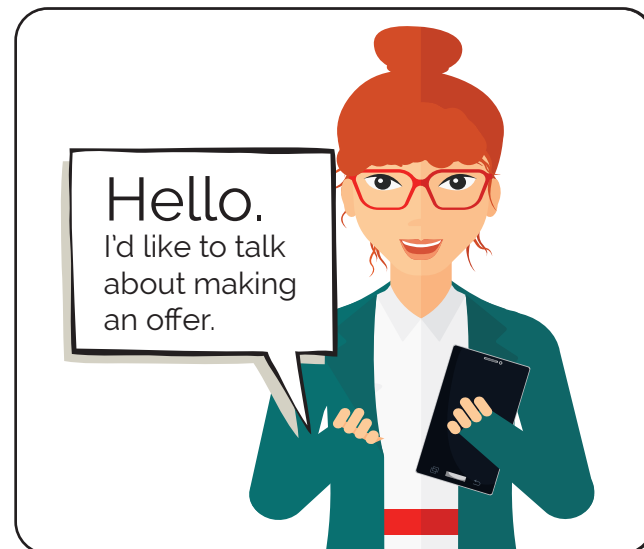
The Realtor shows Jill the actual property and Jill envisions herself living at Trillium Haven as a new way of life.



Jill is excited about Trillium Haven and shares the information with her partner. She discusses her desire to be in the agrihood and encourages her partner to join her for an upcoming event.

Story Board: The Purchasing Process

In this scene, Jill has made the decision to buy into Trillium haven. She contacts her Realtor to start the process of paperwork, questioning and more paperwork. Eventually, the deal closes and the downpayment has been made for the property. Jill and her partner attend a groundbreaking and begin to plan and dream about their beautiful new home, and Jill receives updates to view and track progress to the site.



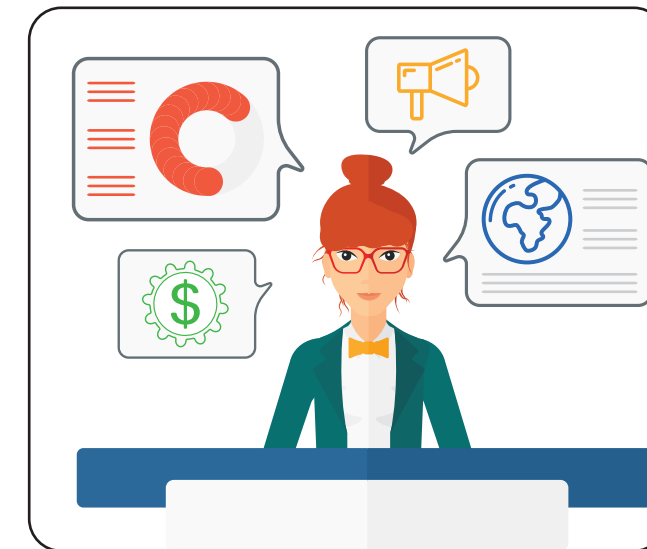
Jill contacts her Realtor to let her know she is ready to make an offer.



Jill works with her banker to complete paperwork for financing her new home at Trillium Haven.



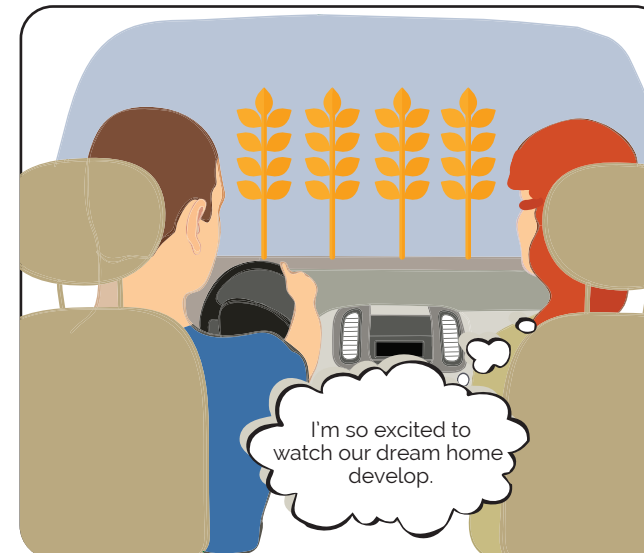
Jill makes a downpayment to secure her site at Trillium Haven.



Jill has some final questions about Trillium Haven before she completes her closing. She compiles her final questions prior to closing and contacts her Realtor.



Jill works with her Realtor and Banker to close on her new property. The closing documents are signed by all parties and property ownership transfers to Jill and family. Congratulations to Jill!



Jill and her partner drive to Trillium Haven to view their new plot of land again to begin dreaming and planning for their new home in the arghrihood.



In October, groundbreaking begins on Jill's new home at Trillium Haven.

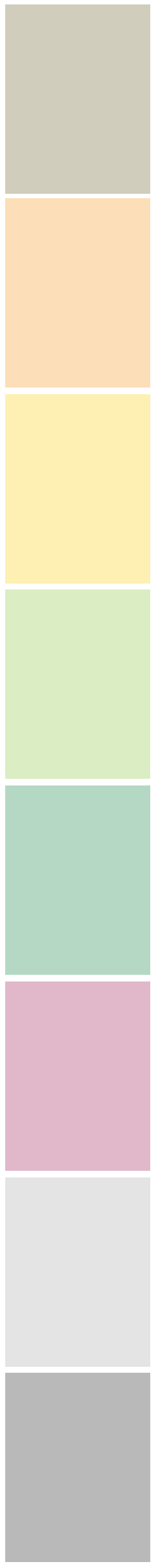
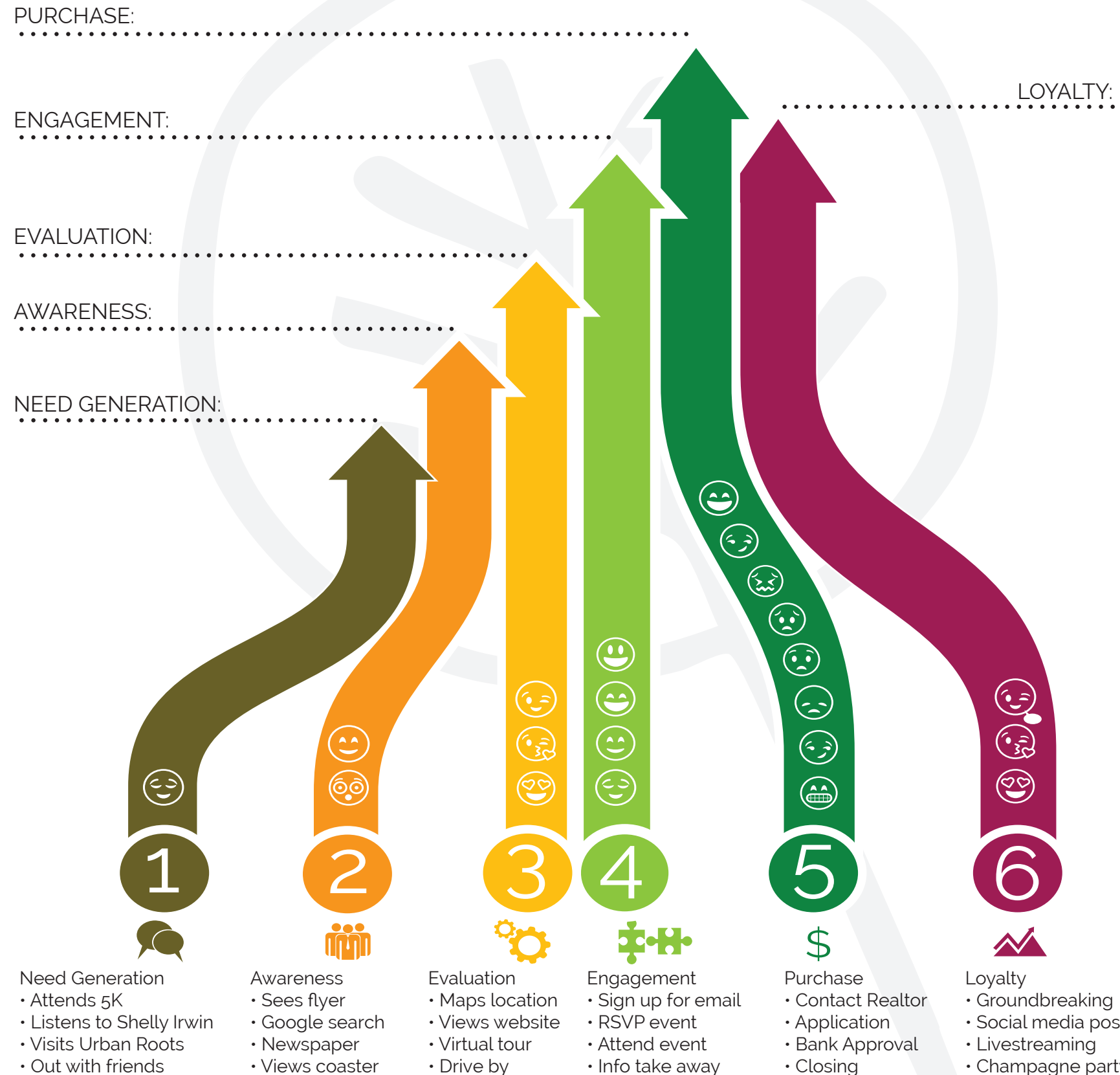


Throughout the building process, Jill receives updates on her new home and its progress from Trillium Haven and its partners.

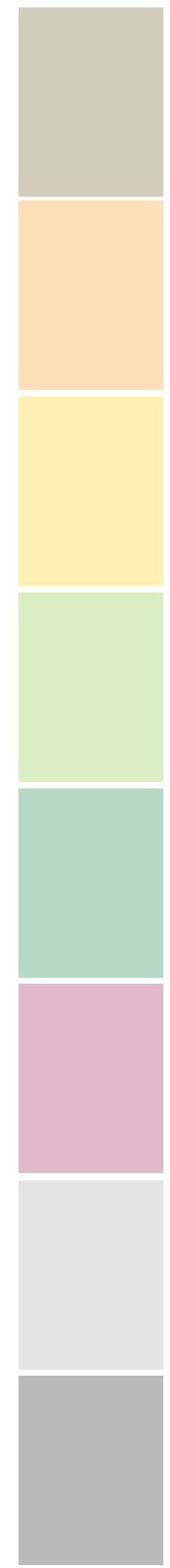
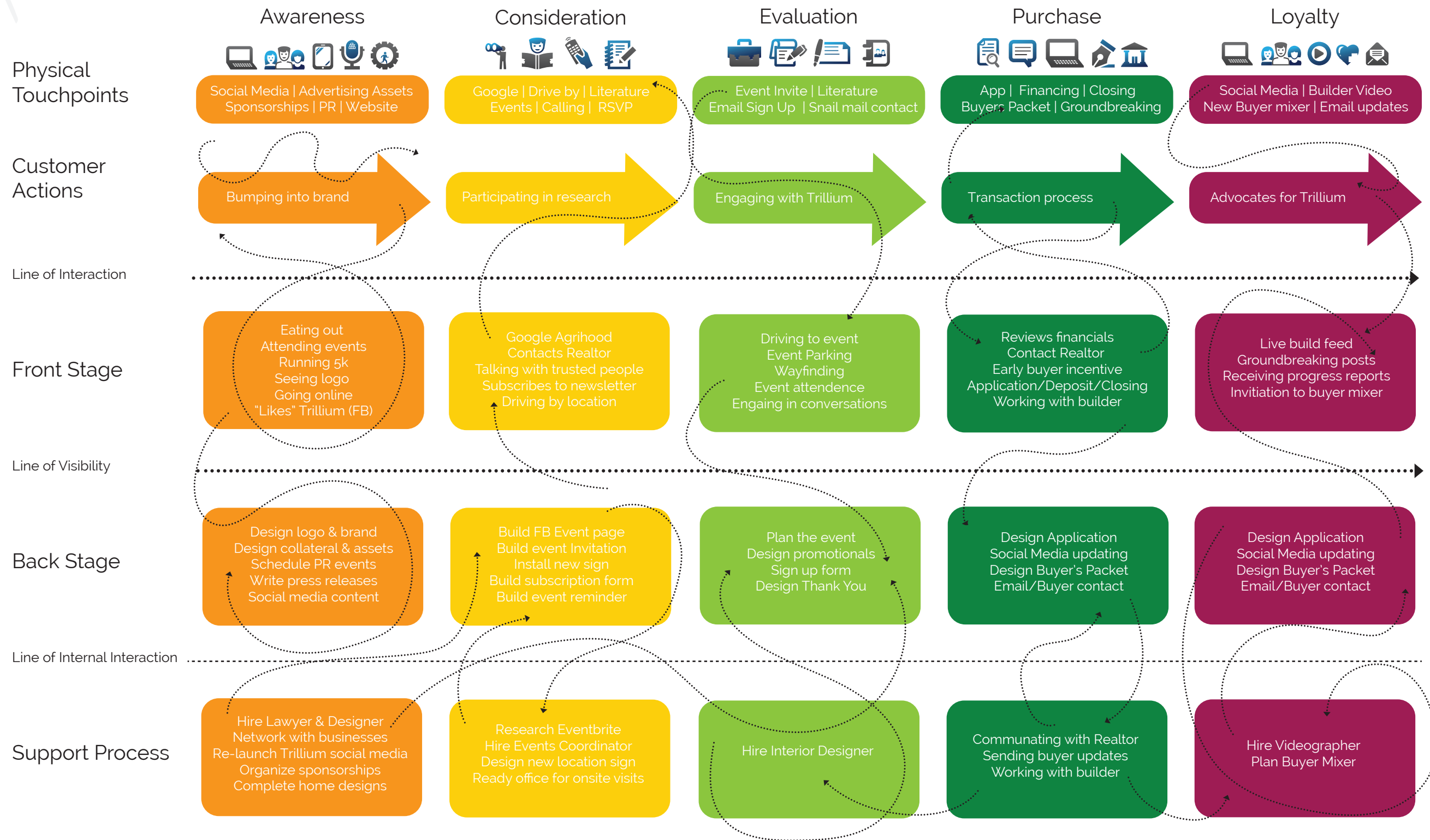


Customer Experience Map

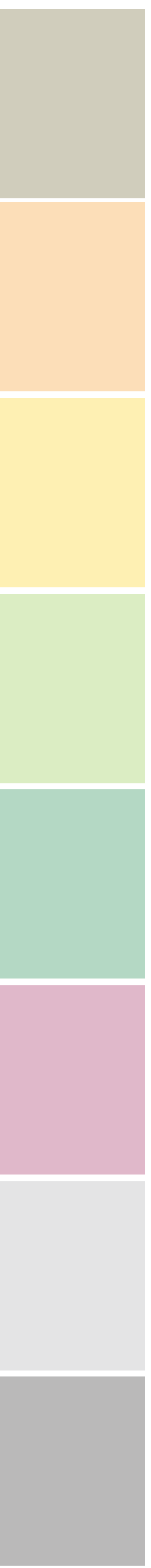
- 1** **NEED GENERATION:**
A potential customer's emotional pairing of your product with their problem.
- 2** **AWARENESS:**
Customer's interaction with your visible brand. This results from marketing & advertising efforts; word of mouth or referrals from a friend.
- 3** **EVALUATION:**
Buying experiences are generally based on how a customer feels about a product alignment to their personal values.
- 4** **ENGAGEMENT:**
This is a customer with an active two-way interaction with your product. Beginning positive interactions have the greatest potential for purchase and long term success.
- 5** **PURCHASE:**
Good to know: 78% of customers have bailed on a transaction or ended an intended purchase because of poor customer engagement and experiences.*
*cms wire
- 6** **LOYALTY:**
Customers care about the way processes, technologies and interactions engage them after the sale. It takes 45% more investment to engage new clients than retaining current.* Current clients are the best investment.



Service Blueprint



Client Logo and Touchpoint





Key Insights:

Additional key stakeholders:
additional info from investors &
farmers needed.

Communication is critical; follow
through during purchasing process.

Based on feedback, price point
on housing development may
need revisiting.

Recommendations:

Begin seeding through
marketing efforts.

Support growth with good
strong customer experiences.

Feed loyalty with communication.



Thank you.