

Understanding
your
customers
Part 1

Clean Heat
Accelerator

22 July 2024 – Marie Geneste marie@theccollective.com

Agenda

Clean Heat
Accelerator

- 14:00** Intros & Ice breaker
- 14:10** Psychological barriers to climate action
- 14:30** Methods to understand your users
- 15:00** BREAK
- 15:05** Persona mapping
- 15:25** User journey mapping
- 15:30** Buro Happold Interview
- 15:50** Wrap up & Next steps

My background

- ✓ CLT associate with 20y experience in international **marketing, user experience and sales**
- ✓ **Circular economy consultant**
- ✓ Worked with blue-chip and start-up organisations, B2B / B2C
- ✓ Founded the C Collective to focus only on organisations with positive social and environment impact



The UK Passive House Organisation



Introductions & expectations

- >Your business elevator pitch
- >Business stage
- >Expectations



Understanding your users

The Attitude - behaviours gap in sustainable consumption



- Overall in G20 countries, 83% of people want to do more to protect and restore nature (Global commons Aug 21)
- But the reality of market shares of sustainable products shows a huge gap



2023
share of organic products in food
market:

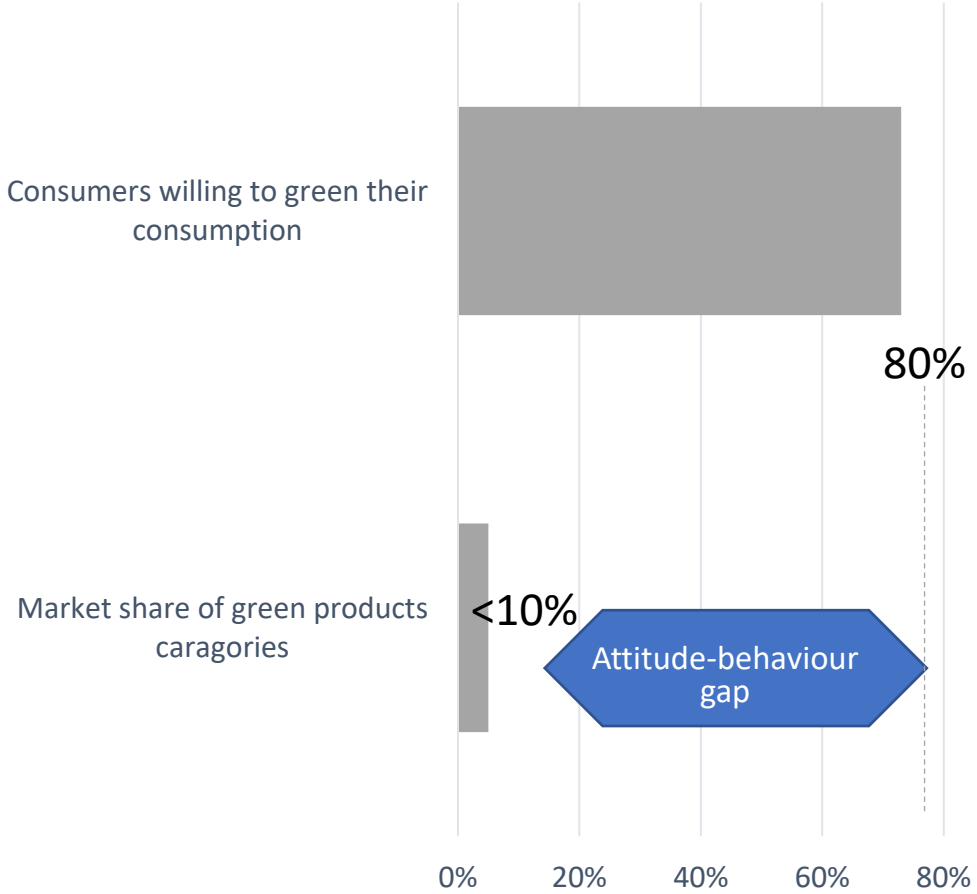
1.7%



2023 – Share of electric cars (BEV)
sales

16.5%

Attitudes vs market share - green products/services consumption



We need to bridge that gap by scaling your solutions



‘Not moving fast enough’: UK built environment sector off-track to deliver net-zero emissions



Matt Mace

Published 6th December 2023

New research has warned that the UK built environment is off track to reduce emissions in line with the national net-zero target, with the UK Green Building Council (UKGBC) calling for policy interventions to help spur progress.

ENERGY

Save

Share f t in e



How are credible transition plans...

Lack of decarbonization of buildings

Clean Heat Accelerator

Barriers to better quality homes

James Dyson's primary focus is on the decarbonisation of heat and buildings. Through his extensive research, he has compiled a list of five barriers to heat decarbonisation and high-quality homes in the UK. They are as follows:

- 1. Inconsistent public funding** – "Retrofit is extremely expensive so public funding for this is absolutely essential. Without a consistent, long-term flagship campaign, the energy company obligation, has collapsed over the past decade meanwhile the private sector has suffered from stop-start approaches."
- 2. Unequal capacity between local governments** – "Local governments could be crucial coordinators of retrofit schemes. However, recent delivery of locally-led retrofit schemes shows varying levels of capacity to undertake such schemes. However, recent delivery of locally-led retrofit schemes shows varying levels of capacity to undertake such schemes. However, recent delivery of locally-led retrofit schemes shows varying levels of capacity to undertake such schemes. However, recent delivery of locally-led retrofit schemes shows varying levels of capacity to undertake such schemes."
- 3. Failures in local and spatial planning** – "Heat pump restrictions in relation to noise, distance, boundary conditions, and need relaxing. As things stand, the restrictions lead to delays in heat pump installations. Some local authorities have also tried to maximise the sustainability of new developments, but the planning system blocks them. This restricts and frustrates retrofit efforts and finally, the planning system is under-resourced."
- 4. Disconnect in energy planning** – "There is no coordination between district network operators and local governments. Energy planning is not funded in England meaning only wealthy local governments can do a high level of energy planning."
- 5. Skills and supply chain** – "The private sector will invest in retrofit capacity if they see a stable and profitable market. Local governments have a role in ensuring training is available, and practising retrofit procurement to build up their local supply chain."

<https://chamberuk.com/decarbonising-the-built-environment/>

Research article

Barriers to implementation of energy-efficient technologies in building construction projects – Results from a Swedish case study

Jakob Carlander ^a, Patrik Thollander ^{a, b}

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<https://doi.org/10.1016/j.resenv.2022.100097>

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Highlights

- Two new barrier categories suggested: *Lack of Knowledge*, and *Fear*.
- Barriers can be connected to various phases of a building process.
- Most barriers relate to the *Planning Program*, and the *Project Planning* phase.
- Major barriers found: *Lack of knowledge*, *Inertia*, *Risk*, and *Access to capital*.
- *Split incentives* should be called *Multiple split incentives* in some cases.

<https://chamberuk.com/decarbonising-the-built-environment/>

Study: Most UK homeowners do not understand how to decarbonise their homes



Cecilia Keating

18 January 2024 • 2 min read

SHARE



Research published by Lloyds suggest lack of consumer confidence and skills gaps are holding back the roll out of green home retrofits

<https://www.businessgreen.com/news/41649-10/study-majority-uk-homeowners-understand-decarbonise-homes>

 Scottish Enterprise

WHY is the gap so wide? Because you're only selling to humans



- Your buyers' daily behaviours are rooted in ancient biology
- **Evolutionary psychology** highlights 5 ancestral forces at play



SELF-INTEREST



SHORT-TERMISM



DISREGARD OF RISK
YOU CAN'T SEE



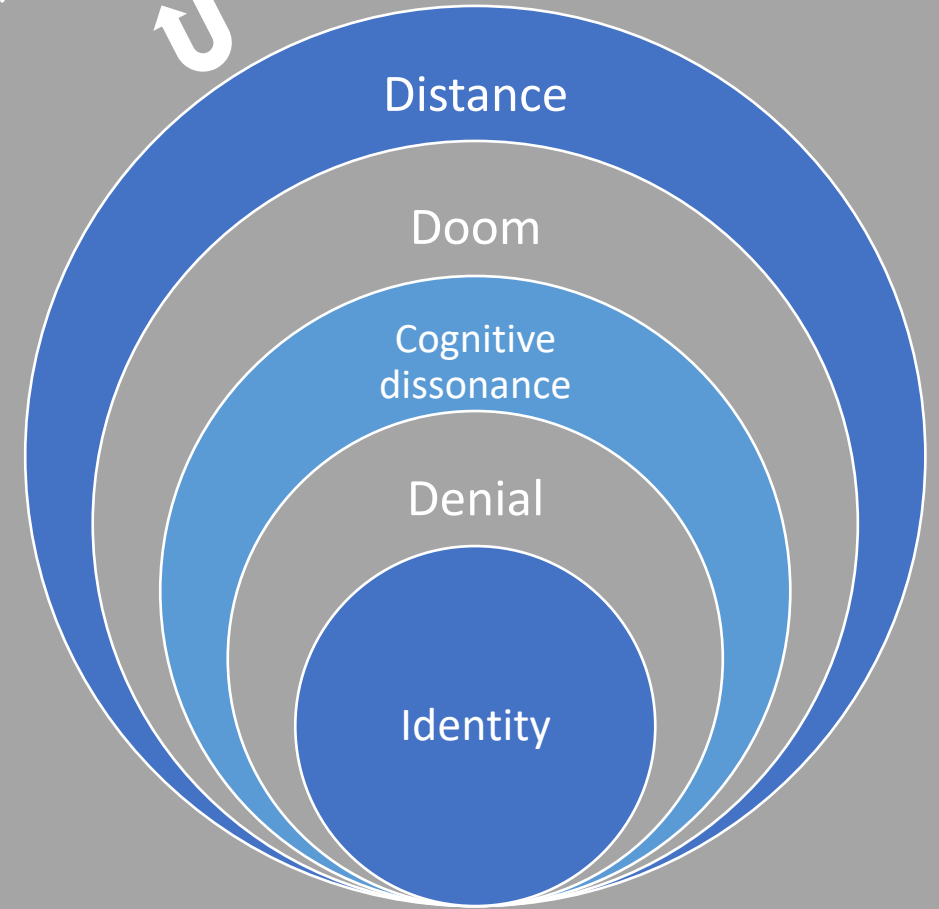
SOCIAL IMITATION



STATUS

PSYCHOLOGICAL Barriers to sustainable action and products adoption

Climate
Message



**Source: [What we think about when we try not to think about global warming](#)*



Distance

Problem feels remote
because we can't see it as
it's far off in space and
time

Cognitive dissonance

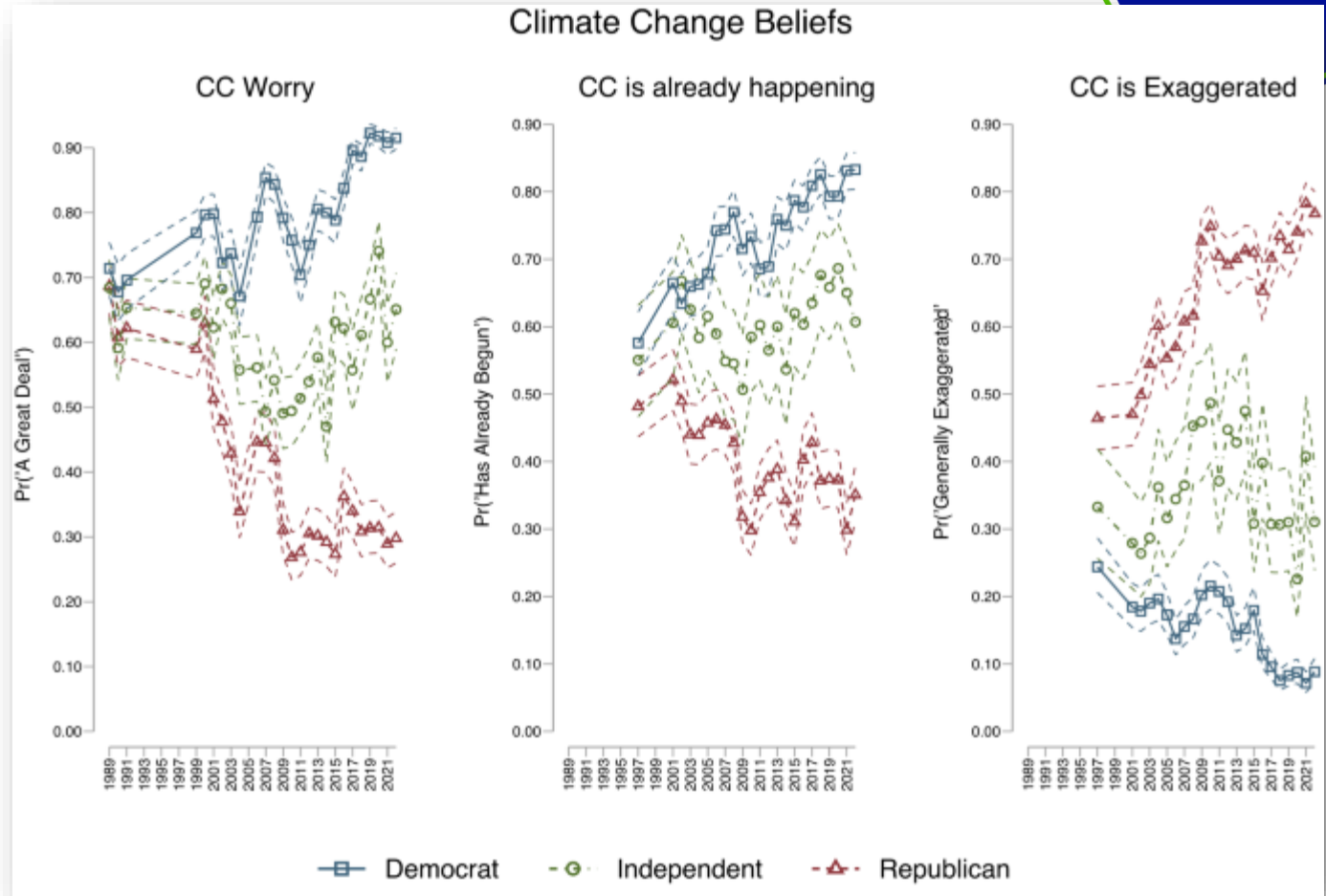
The mental gymnastics
happening when a new reality
conflicts with what people
want to believe



Identity & polarisation



We filter news through our professional, political and cultural identity, looking for information that confirms our existing values and notions, filtering out facts that would make us change our identity.



Source: www.nature.com/articles/s44168-023-00074-1

Understanding your users' needs is the 1st step to design great customer experiences



CUSTOMER EXPERIENCE IS THE NEW Marketing



Organisations need to design experiences around users' needs, allowing their brand to **emotionally connect** with their users across channels, all through the buying journey



Designing the Product

VS.



Designing the Experience

User Experience Definition

The product of a sequence of interactions between users and an organisation across different channels.

It is how your prospect/customer experiences your brand across all its facets (touchpoints) ... and how your brand makes them FEEL by triggering positive or negative emotions

- TYPES OF USERS



Prospect



User – not paying & Paying customer - B2B or B2C



Partner



Employee / applicant

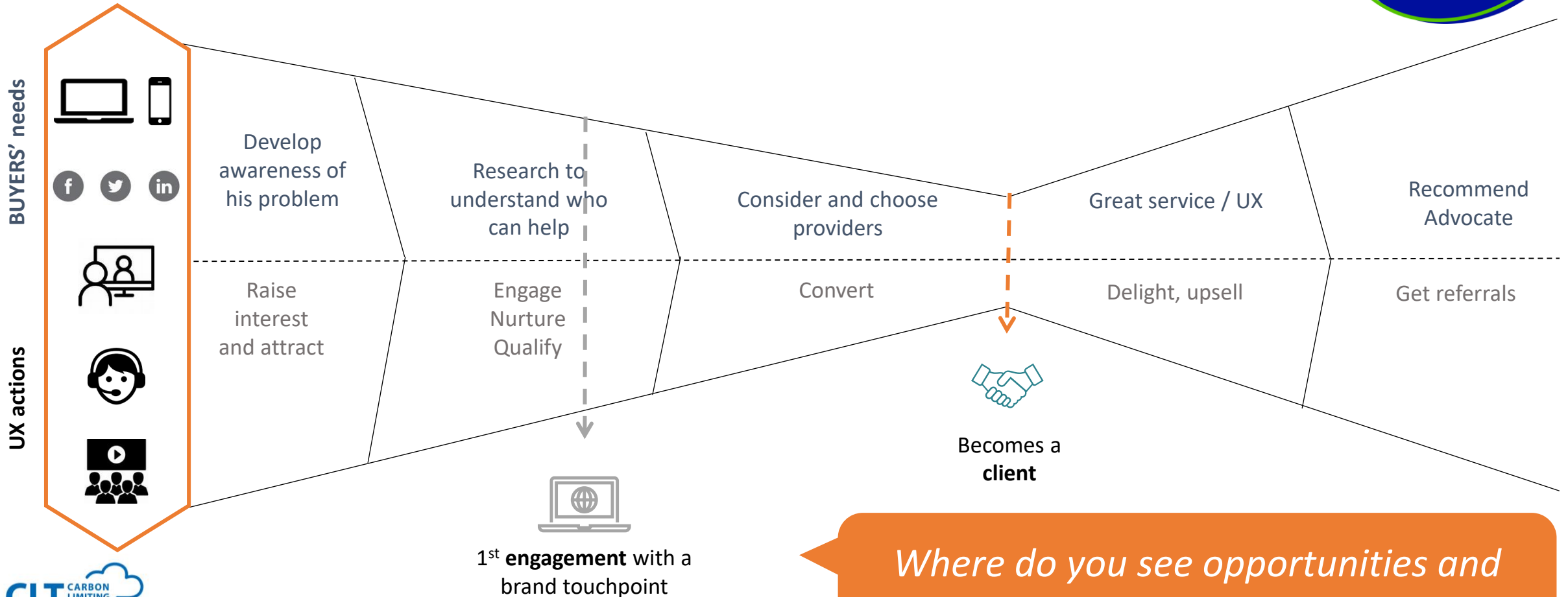


Investor



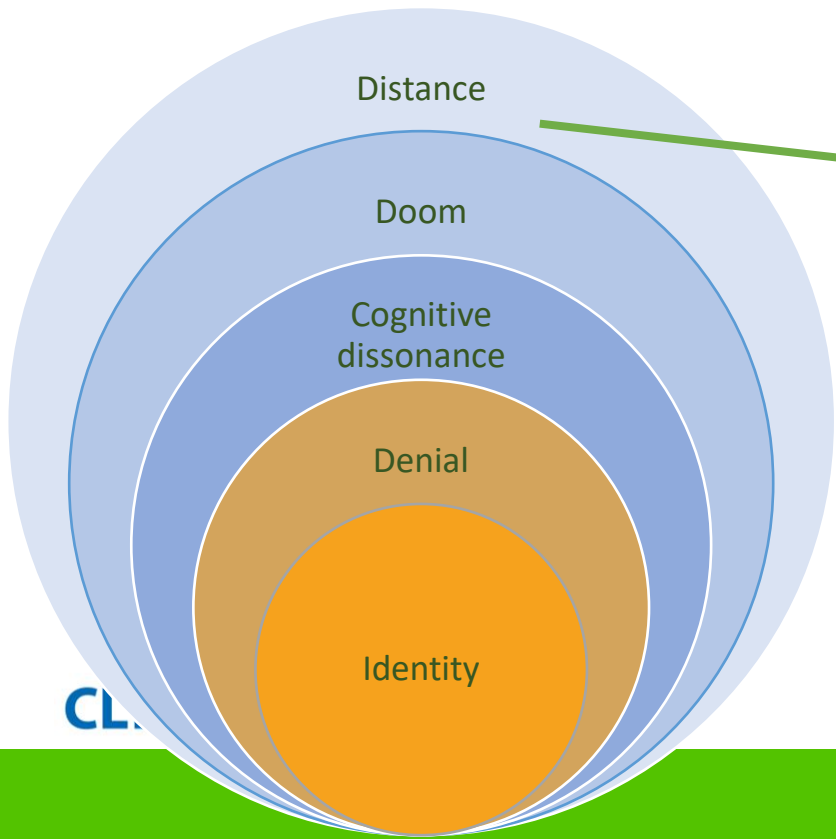
Influencer

An efficient growth strategy covers all stages and channels of the buying journey



Where do you see opportunities and barriers to growth for your business?

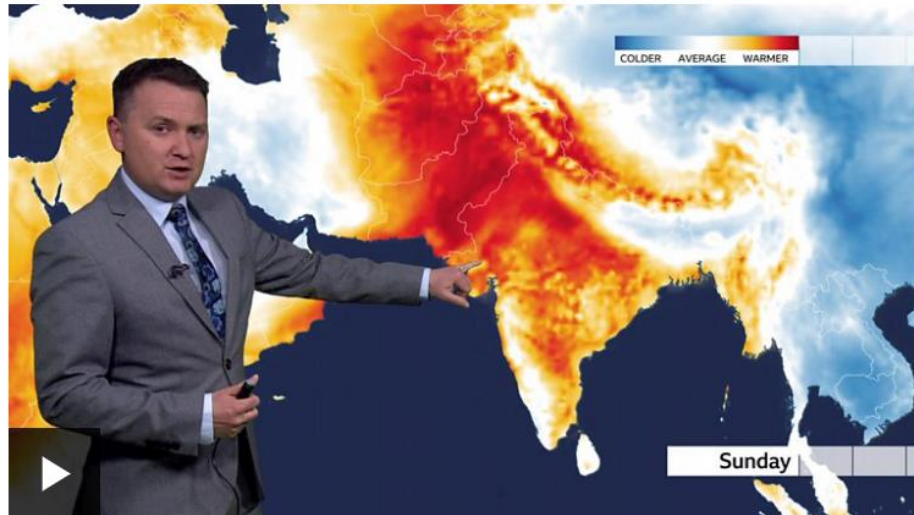
Great messaging and customer experience allow to bypass barriers to sustainable action



Make the issue feel near and personal to your audience

Heatwave in India leaves millions struggling to cope

By Sharanya Hrishikesh
BBC News, Delhi



| Intense heatwave grips India and Pakistan

But many experts say India is now recording more intense, frequent heatwaves that are also longer in duration.

Roxy Mathew Koll, a climate scientist at the Indian Institute of Tropical Meteorology, agrees that several atmospheric factors have led to the current heatwave. But adding to all that, he says, is global warming.

"That's the root cause for the increase in heatwaves," he says, adding that more research is needed to link climate change to other, less extreme weather fluctuations.



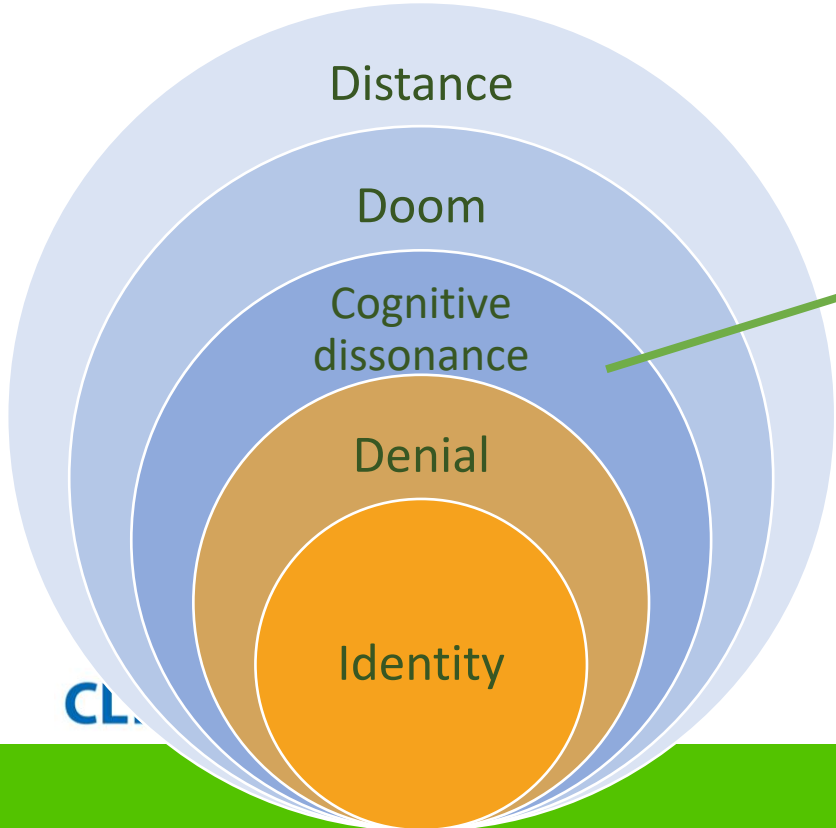
FOOD

A Shortage of Beer and Fries? Climate Change Hits Europe Where It Hurts

By Conservation International | Oct. 11, 2018 12:04PM EST



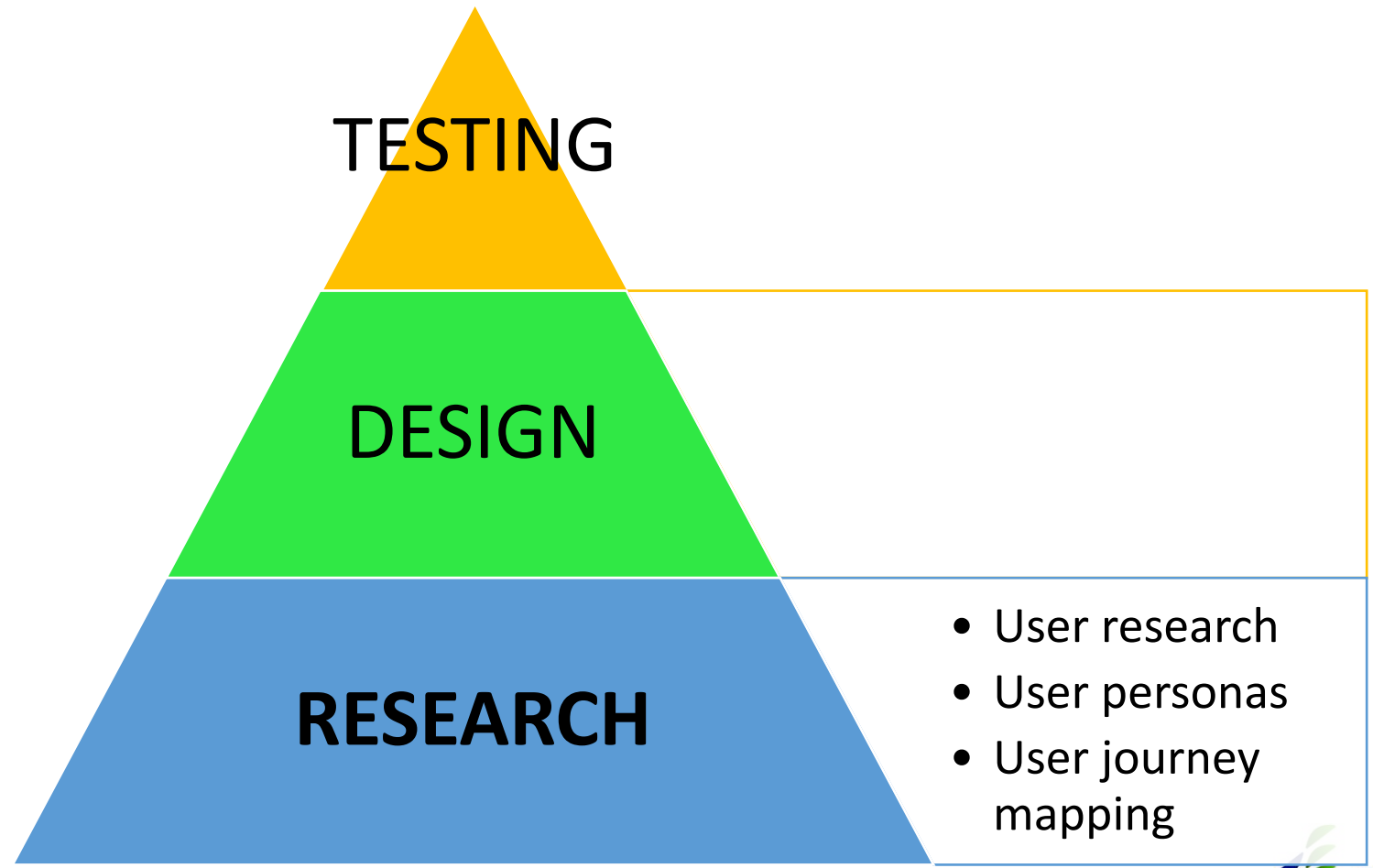
Great messaging and customer experience
allow to bypass barriers to sustainable action



Reduce dissonance by providing easy ways to take action

How to understand your customers

Good research will be the foundation of your marketing and user experience



BREAK (5min)

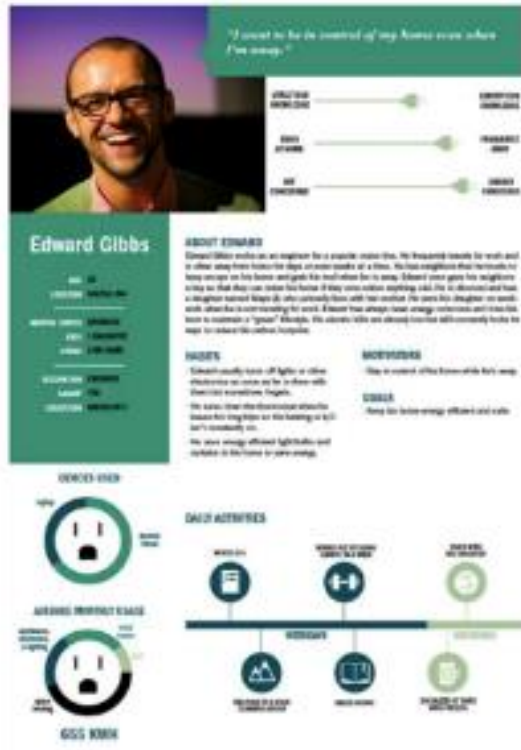


RESEARCH

stages and methods

- Research preparation
 - Desktop research
 - Analytics
 - Define your research assumptions and questions
 - Define research methods
 - Stakeholders interviews
 - Draft target user profiles to decide who to speak to during the research
 - Prepare recruitment of research participants
- Research run
 - Recruit participants
 - Online surveys, Focus groups
 - Observation
 - 121 interviews (min x10 with min 3-5 for each user profile) - Sprints of 5 ITWS
- Analyse & Wrap up
 - User persona
 - Mapping existing user journeys

User/buyer persona, a key output of user-research and cornerstone of UX and marketing



Definition

- A representation of the motivations and behaviours of a hypothesized user.

Persona vs segments

- Segmentation usually focus on data such as demographics, purchase behaviours, buying patterns, preferences. Personas provide a deeper understanding than segments of whom you are designing your service or communications for, by focusing on the wants, needs and motivations of various types of users.

- Typically, an organization can develop 3 to 6 user personas:
 1. Primary user personas focus of the end users of your service
 2. Secondary personas will be buyers, influencers, admin, partners or investors

Jasmine, the fired up next gen investor



30s
Single
Lives in a European
capital

Jasmine's family founded a leading retail group. A family office was created following its sale. Since her late twenties, she has been using capital inherited for philanthropy and impact investment. Also involved in activism and lobbying for good.

Information sources and touchpoints

- Next gen education programs
- Fellow impact investors and Next Gen investors
- Credible sources (Impact assets 50)
- General media
- Social media (Twitter, FB, Linked In...)

Objectives and motivations

- Lobby people in power to bring systemic changes
- Wants to influence more the Family Office to have active impact investment and measurement.
- Invest in people who know what they're doing

Pain points/challenges

- Can only influence investment decisions of Family Office as not wealth owner
- Invest through funds because don't have capacity or knowledge to invest directly into companies.
- Too little money in impact. Greenwashing.

Daily activities

- Works mainly from home
- Meets a lot of people
- Likes to exercise and enjoy socializing with friends
- Goes to a lot of networking events

I'm doing my best to invest for good as there's too little money flowing in high-impact solutions and too much impact washing

Example / Sustainable building project



0 – Layman
Could be interested if he knew about it

1 – Beginner
Needs more understanding and practice

2 – Practitioner
Has training and delivery experience



Self-build

Social / Educational builds



Jo,
the conscious home-owner



Alex,
the pragmatic architect

Min to deliver / buy PH



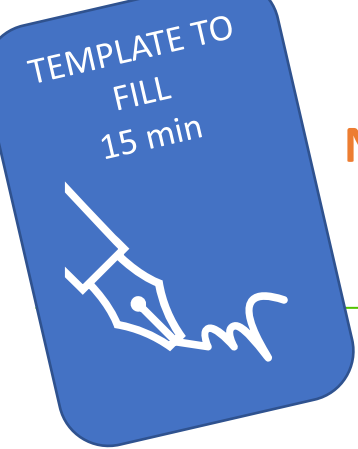
Raj,
the social housing manager



Ciara,
the experienced contractor



Anita,
the enthusiast PH Designer



Name, short description



Photo



xx

Information sources and touchpoints

- xx

Demographics

Objectives and motivations

- x

Pain points/challenges

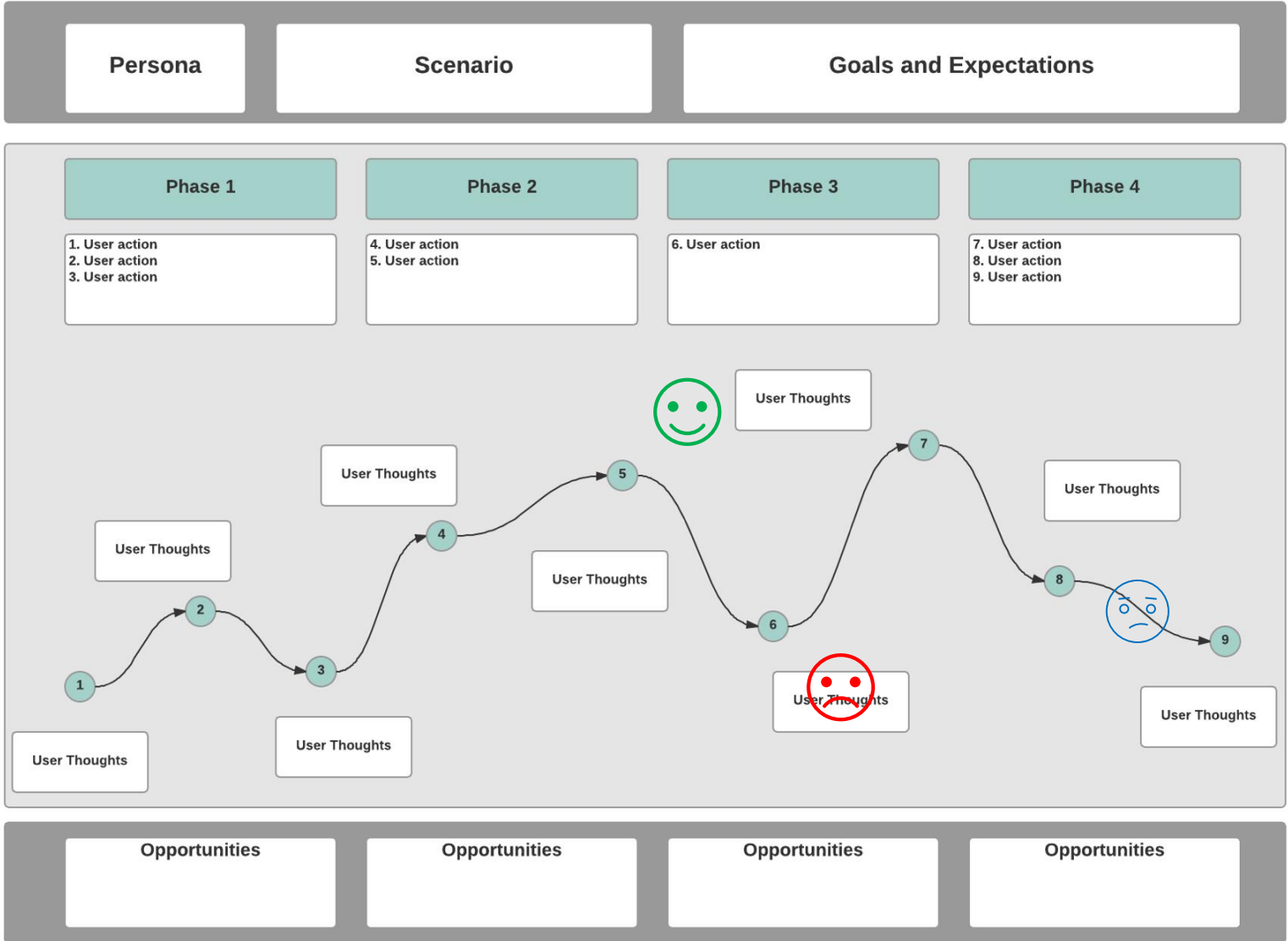
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Daily activities

- xx

User journey

Covers the path from discovery of a need/ through to finding solutions to Fullfill it.



- ✓ Allows to visualise the user interactions with different touchpoints
- ✓ Time based
- ✓ Captures user insight, emotions.
- ✓ Allows to identify opportunities
- ✓ Great collaboration tool

PERSONA:
JOHN THE RETIREE

USER JOURNEY:
I want to find a simple solution to make
my home cosier

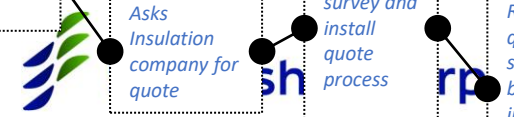
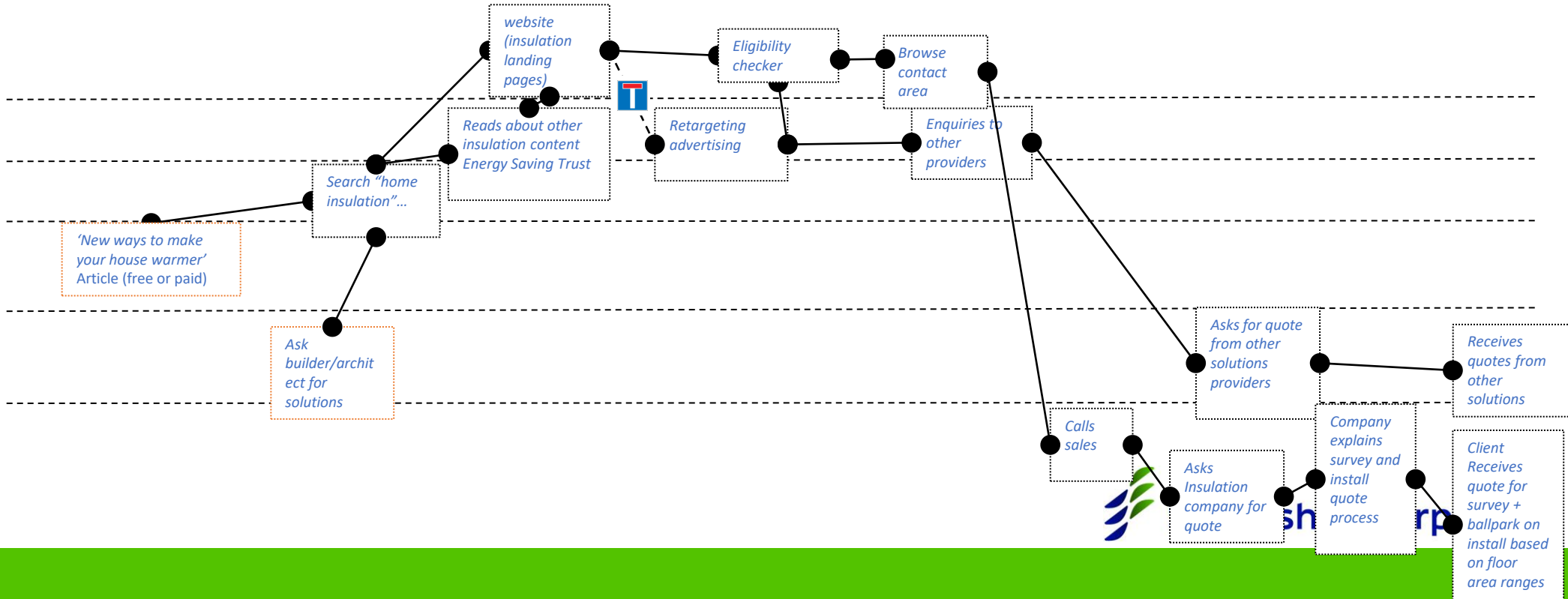


CHANNELS

My home is cold & draughty

Realise the problem Active search of solutions Identify and screen providers

- Website
- Online Media Free/paid
- Search engine
- Local / national Media TV, Radio, Press,
- Advocates & influencers
- Sales teams



TEMPLATE TO
FILL
15 min

USER JOURNEY:



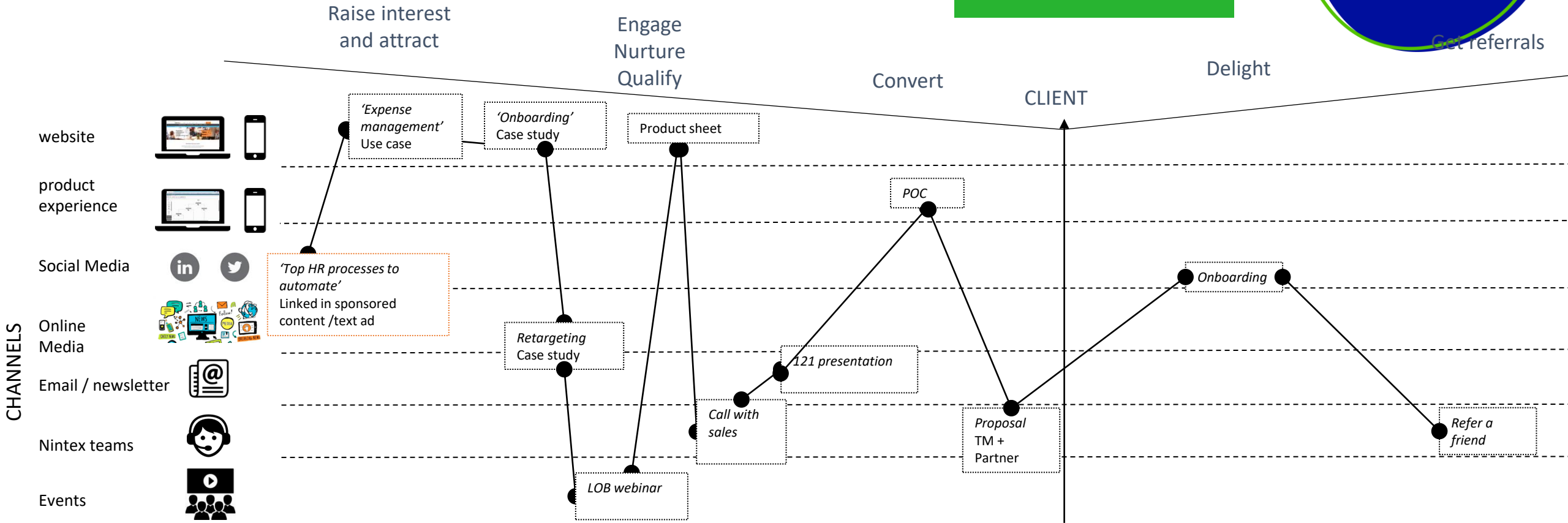
Journey phases

CHANNELS

Experience map = end to end journey from awareness to advocacy



PERSONA:
HR MANAGER



A great tool to collaboratively design your user experience, operations and marketing strategy!



Expert interview

James Dickinson from Buro Happold

Product / service validation through PROTOTYPING & testing

Everything should be tested: Website, apps, survey and installation processes....

Invest in user testing at early stage to avoid the costly error of building something that does not work

Test your service at all stages using storyboards, paper prototypes, interactive mock-ups, pilot experiences

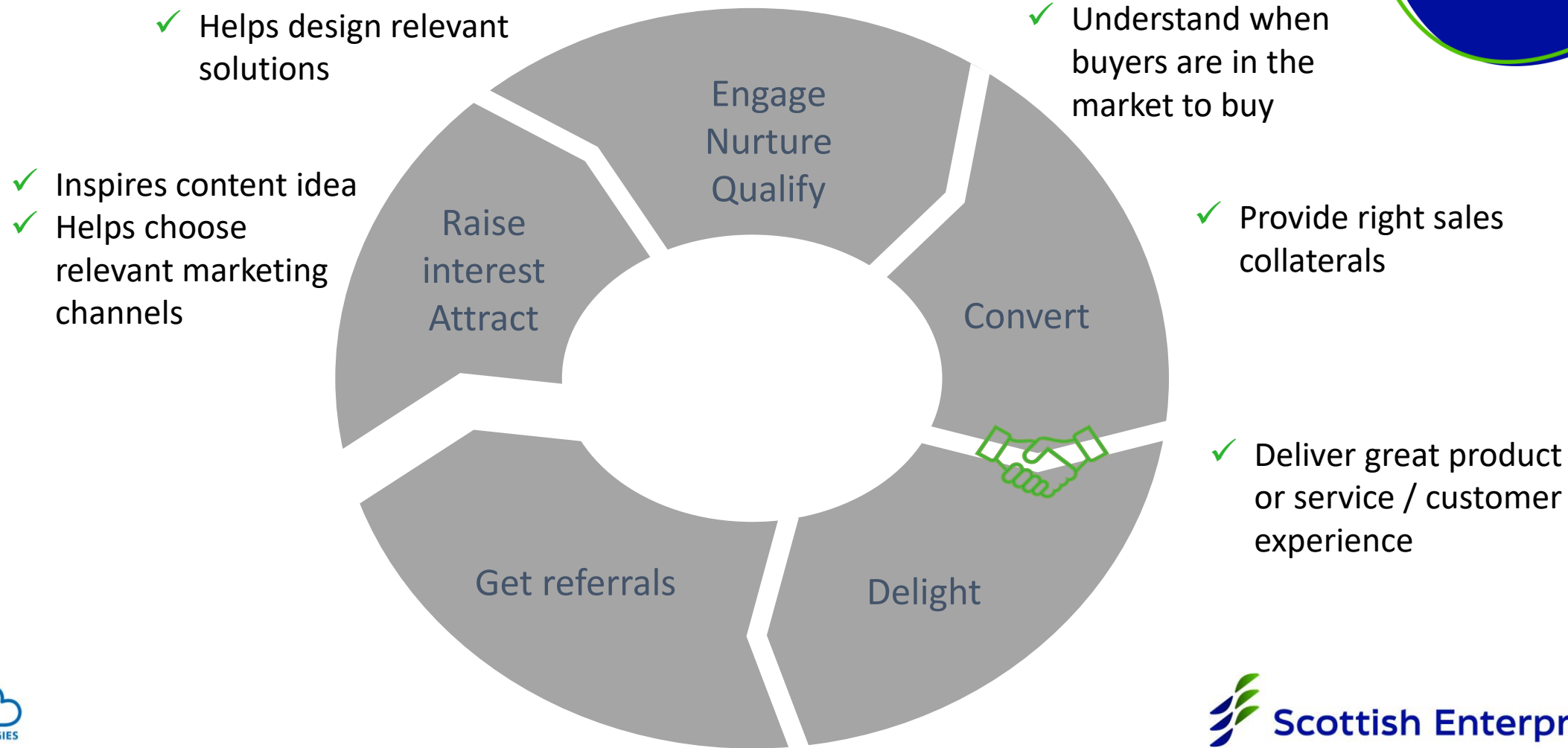
Involve outsiders ie UX experts and real users



Wrap-up

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Good understanding of users supports a virtuous buying journey



Next steps – Follow up session 25th July @2:30

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TO DO

- Homework
 - Draft 3 or 4 main user persona
 - Draft one key user journey
- In session:
 - Share with the group
 - Ask questions

In the mean time...

- Feel free to contact me on marie@theccollective.com