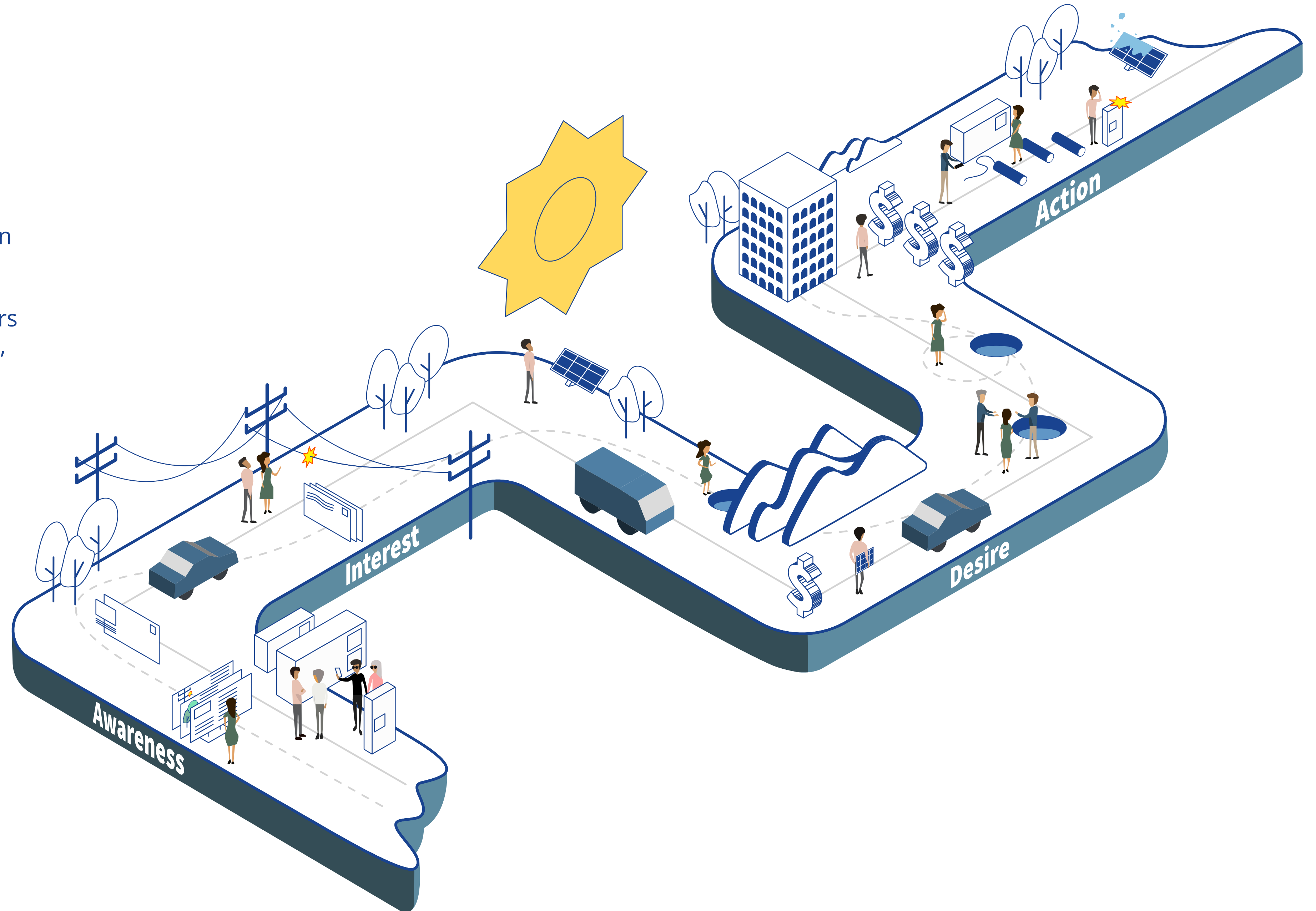


# Journey Map

We tracked the study participants' awareness, interest, desire, and action regarding [redacted]. The following journey map depicts their thought processes along the way, major factors that influenced their decision-making, and the pain points they reported.



# Awareness

Awareness typically starts **extrinsically** or **intrinsically**

## Intrinsic awareness sources

- + Went looking for a response to a power outage or crisis
- + Went looking for green power solutions
- + Went looking for energy savings solutions

## Extrinsic awareness sources

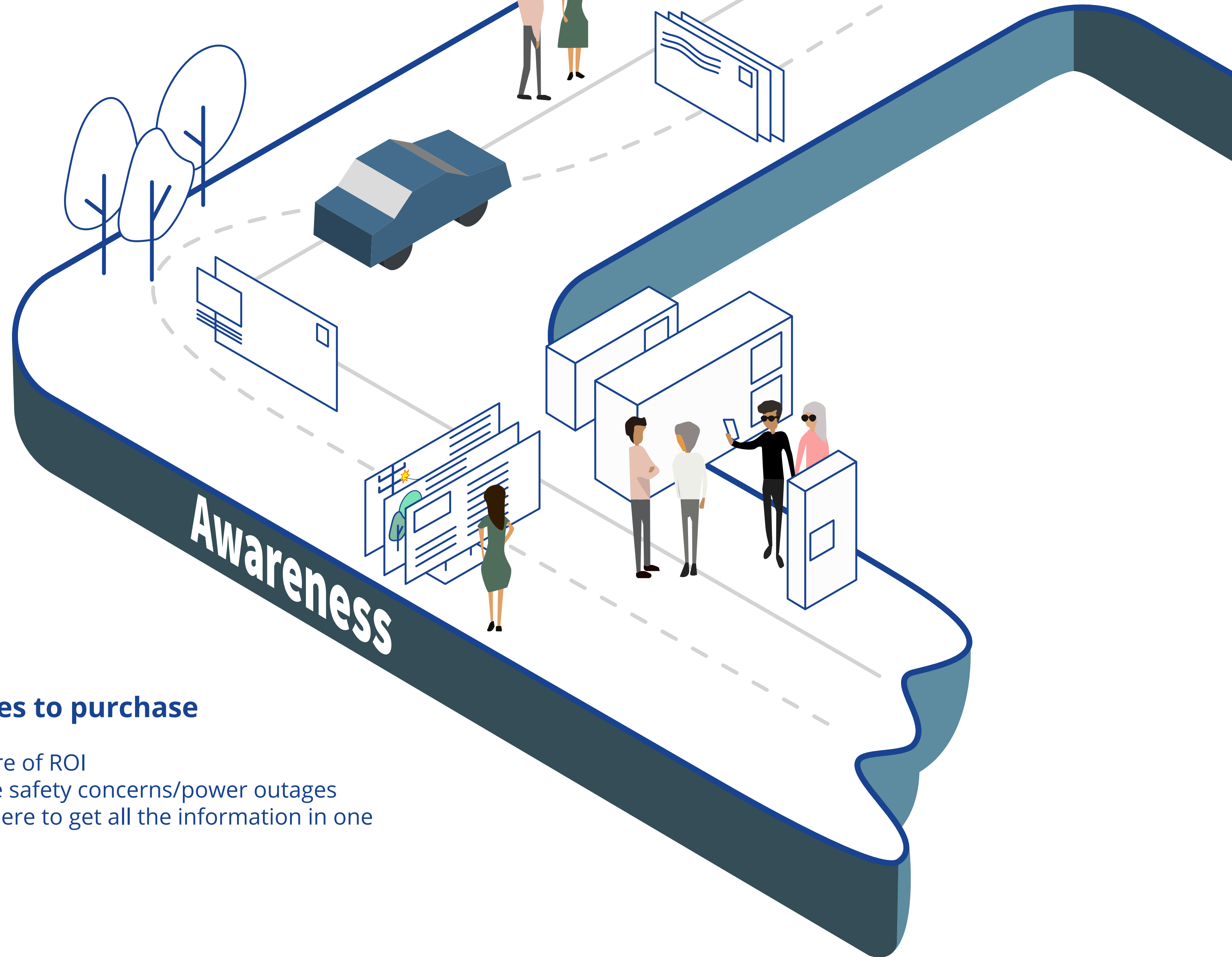
- + Saw a similar purchase from a family or friend/referral
- + Sales or marketing professional
- + Regulation

## Customer pain points

- + High energy costs
- + Limited choices of energy providers
- + Over-reliance on energy companies
- + Environmental concerns
- + Energy insecurity

## Hurdles to purchase

- + Unsure of ROI
- + Home safety concerns/power outages
- + Nowhere to get all the information in one place



# Interest

Interest appeared to be linked to the source of awareness.

Most participants who were “sold to” reported **environmental concerns** as their source of interest.

All participants who went looking for [redacted] reported their interest stemmed from **energy independence**.

## Customer pain points

- + Distrust of existing solutions
- + Distrust of referral sources
- + Unsure of ROI
- + Overwhelmed by information
- + No place to see a stationary storage solution in person





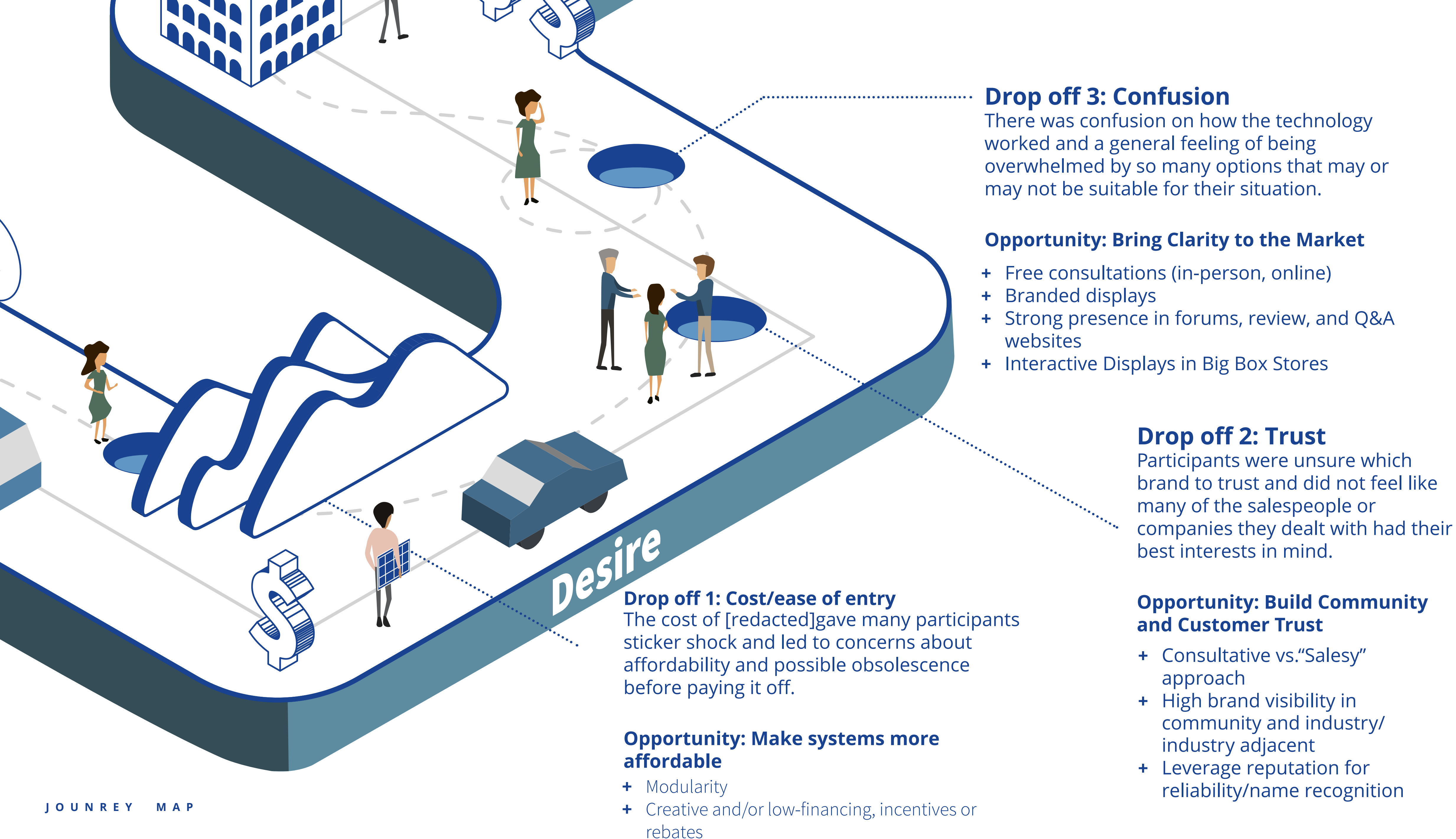


# Desire

All drop-off occurred in the desire stage where Considerers just were not convinced that [redacted] could **save them money** and help them become **energy independent**.

## Hurdles to Desire

- + Lack of follow-through from sales
- + High cost
- + Distrust of existing solutions
- + Distrust of institutions
- + Confusion about the technology
- + Fear they wouldn't be able to operate the technology
- + Safety concerns





## Action

The Considerer purchases [redacted] and becomes a solver. Since word of mouth, referrals, and reviews are top reported awareness and desire elements, pain points after the sale are worth considering.

### Pain points after the sale:

- + Poor communication/service post-sale
- + Not what was expected
- + Fear of obsolescence
- + Low stock or long lead time
- + Never heard from the provider after the sale