

CUSTOMER JOURNEY



STEP 1

SEE

Hana is an activist for ‘peace’ in Whenua and is looking for ways to make her country more peaceful. She heard about HamaLu from one of her activist friends. Every year HamaLu holds a congress about politics and what HamaLu does and how to make changes in your own country. Likeminded people from all over the world come to this congress so it immediately appealed to her.

STEP 2

THINK



She talks about the event with her friends and husband, they both have other opinions about it. So she decided to look up more information online and sees a lot of positive testimonials about the event from the past years. She also finds a flyer online with more concrete information on it. She looks through the website, reads everything there is to find about the congress. After seeing all this information, she is sure that this is a great opportunity for her and she is ready to sign herself up.



STEP 3

DO

She got her tickets and some extra information of where exactly she needs to be. One week before the event, she gets a text message that HamaLu is excited for her to come.

During the event, she first gets a little goodie bag with a badge with her name on it.

STEP 4

CARE



Once a month, she receives a newsletter with updates from movements all over the world, useful tips and encouraging comments. By then, she had also received a lot of beautiful pictures from during the event itself.

With all this new information in her head, she can't wait to share it and hopes to inspire others with her knowledge to take action and unite themselves for peace. She told them about the event and she also got the idea to organize an event like the congress in her country. Not only that, but she also left an honest (and positive) review about the event, which will be published on the site for the next event.