

Storytelling: Exercice

In 2 minutes: Describe a customer success journey! ;)

WHY?

To analyze better your target audience regarding the goal of your pilot project and to understand better the communication channel to develop!

- Chose a key persona
- Describe him/her, what are its habits, its needs, its values, where does he/she lives, etc.
- Tell us the story of this persona with your pilot project : how you will reach him/her, how you will interact and raise awareness on rooftop greenhouses, etc.

Including your communication tools

How he/she will get to know and get involved in your project ? Where is your persona active? Social medias, street, online research, word of mouth, mailing, events, etc.



Example: Journey of your personas



- **Ferme de Gally** : Young man in his 30s, father of a little girl, local vegetable buyer, interested in UA. He lives in the neighborhood, he sees the greenhouse sign and is interested, he sees a poster of an event and goes to the inauguration of the greenhouse, he subscribes to the newsletter and actively follows the social networks of the greenhouse and then signs up to buy organic/local baskets with products from the greenhouse. He might potentially be interested to work in the field and get involved at Gally.



- **ULiège** : A project manager in UA in Paris who follows the ULiège network on Linked In and discovers the project, he is very interested in it, he subscribes to the newsletter and receives the news of the events, furthermore, he has good connection with the team of Gembloux and get a personal invitation by one of the employee. He decides to go to a study visit with one of its colleague and is inspired by it to develop its rooftop greenhouse in his research institute in France.

Example: Journey of your personas



- **Woman in her 30s-40s**, mother of 1- n children (where $n \in \mathbb{N}$), local vegetable buyer, interested in being a cooler mom in front of other moms (not her children). She lives in the development area near the greenhouse. She really, really does not like her children to be around when she is going through her wellness run on a Sunday afternoon so she is very happy to get rid of them at the greenhouse where there is a fair today. Also, since she has not seen her husband since the birth of her second last child, she has the opportunity to meet other moms with the same social deficite at the farm later to drink some wine



- **Student, pupil** : Child of previously mentionend mom. They are in their early teens or even younger, they are heavily involved in the fridays for future movement to finally do something which has more meaning then posting duckface pics to Instagram. Also they want to spite their parents which are driving around with four different SUVs. Despite that they are already planning their first of eight world journeys to travel all the continents, while completely failing to see the irony. They got involuntarely signed for an extra curriculum activity in school to attend a workshop at the farm, now they are feeling that they are failing in life and the only thing they could do is work in the socio-agricultural sector (eg. This farm) while abondaning all which they previously thought is true

Example: Journey of your personas



- **Politician with great ambitions**, he is seeing his own party in free fall after having done only politics for the 1% the last 50 years. Now he is very interested in finding a way to reach the public and especially the youth. He has seen the newest snap of his niece where she is very concerned with something about environment and now he is obviously trying to impress her and her friends. Also it is election period coming soon so he plans on making some nice photos in front of the greenhouse. Additionally he is very keen on helping ebf with getting a new greenhouse installed. He wants to be in the promotional pictures anyway



- **Manager:** After the CO₂ tax has been installed this manager is urgently trying to green wash his company. Now he has heard a lot about a new way of producing food and energy and he is now very interested in getting a project started where he can show the world he is the best green manager around. Since his main interest is winning the shareholders approval he has no other affiliation so he is very enthusiastic in throwing money at ebf to build a farm for him. After he sees that the project is bound to a lot more than just depositing money and never think about it again, he is disillusioned and will never call again