

# RESEARCH PRESENTATION

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# THE PROJECT

“ How can technological knowledge and skills of Dutch craftsmen be preserved and transferred to future generations using digital storytelling tools? ”

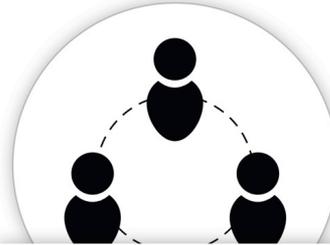
# RESEARCH GOALS



**WHAT IS THE STIHO SERVICE?**



**WHO IS INVOLVED?**

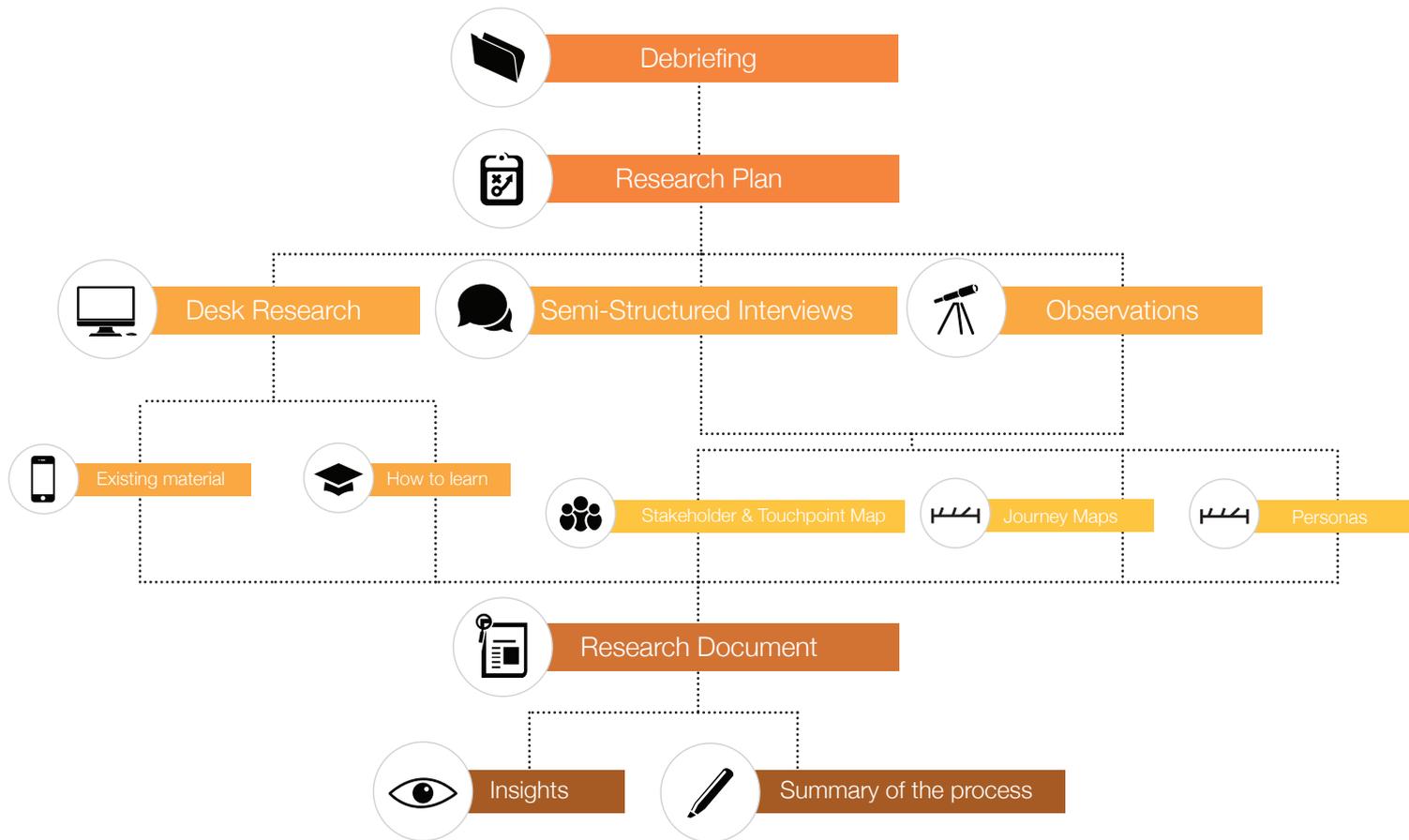


**WHAT IS THEIR RELATIONSHIP?**



**WHAT'S ON THE WEB?**

# RESEARCH PROCESS



# STAKEHOLDER & TOUCHPOINT MAP

**What knowledge do they transfer?**  
 Trainings & Education  
 Product information  
 Work instructions

**What touchpoints do they offer?**

Supplier






Phone contact    Construction site service    E-mail





Fairs    Online service    Trainings & Educations



Brochures

**What knowledge do they transfer?**  
 Material Usage  
 Product Usage  
 Case questions

**What touchpoints do they offer?**

Stiho





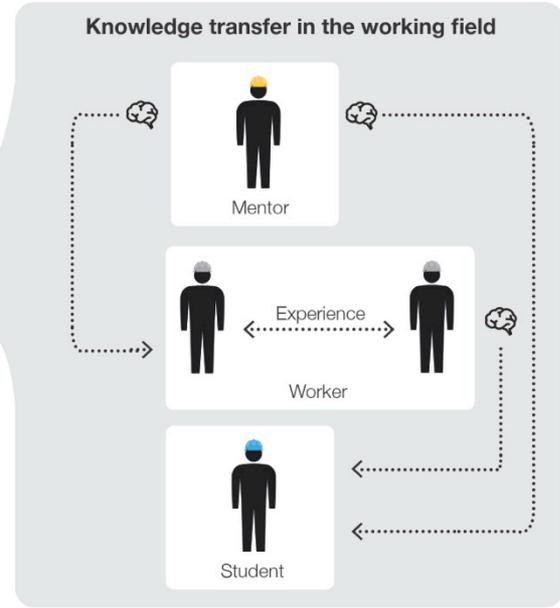

Phone contact    WhatsApp    E-mail




Fax    Stiho bouwplein

**What knowledge do they transfer?**  
 Product Experience  
 Case Experience

End-User

# JOURNEY MAPS - WORK DAYS

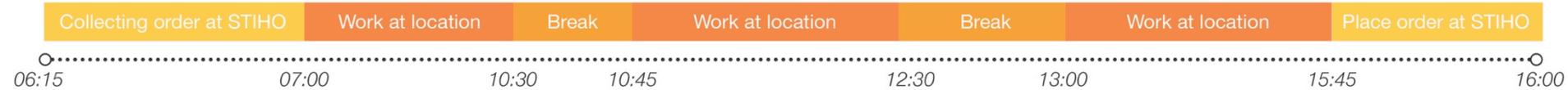
## WAREHOUSE EMPLOYEE WORK DAY



## SERVICE EMPLOYEE WORK DAY



## CONTRACTOR WORK DAY



# PERSONAS

## BART VAN DEN AKKER



36 years old  
Lives in Amsterdam  
Warehouse employee  
Floor manager

### QUOTES

"Most of the time it's just googling. It's amazing what you can find. For example, on YouTube, there's constructing walls and all sorts of stuff. You can just watch them do it. It's so good, real production videos."

"We say, 'Just try it!', and they do. They trust the brand they use. We give them a proof sample and ask them to try it and give us feedback. It doesn't know much about the product, I get valuable feedback from the customer from which I learn."

"We're only allowed to talk about what's on the bag description, but with our own experience we can give the customer tips and advice."

"We have a lot of face to face contact, but there are a lot of phone calls and e-mails as well."

### QUICK BACKGROUND STORY

Bart is a hard working guy who likes to work with and for people. He studied at a technical school, and finished it when he was 19. As a technical engineer he worked alone, which he didn't like. He applied to STIHO when there was a vacancy. He started off as a warehouse employee and learned from the best. He has been the floor and community manager since the last 6 years. Even at home, he likes to do things by himself. He made the bedrooms of his two young daughters.

When not working Bart likes to hang out with his family and friends. He plays football and tennis with his friends from high-school. Bart is into new technologies and gadgets and envisions a bright future.

### SERVICE EMPLOYEE WORK DAY

06:30

### WHAT DOES HE DO?

### TALK WITH CUSTOMER

### GOALS

**Experience goals**  
Help the customer and make them feel understood.

## PATRICK DE JAGER



31 years old  
Lives in Amsterdam  
Warehouse employee  
Wood specialist

### QUOTES

"It has to be a party around here."

"The work at STIHO is much bla bla. It's a lot of customer maintenance. Having a chat at the coffeemachine. I know on what cases they are working on, but also how many children they have, and in what age category their in, or what motorcycle they ride."

"I started with school, learning from the books. After my 18th birthday I got my carpenter certificate and worked in construction for two years, they taught me the whole thing. They said: forget what you learned in books, we don't do it that way anymore."

"Because I'm not that skilled with a PC I said: I want to do this but for now on just working with wood, maybe in a later stage I will have to learn it. I don't work with a smartphone either."

### QUICK BACKGROUND STORY

Patrick can be brief carpenter school at STIHO. He works

Apart from his day You can also find

### WAREHOUSE EMPLOYEE WORK DAY



### WHAT DOES HE DO?

### CUSTOMER ASSISTING

### LOADING WOOD

### WOOD SAWING

### INVENTORY CHECK

### CUSTOMER CHAT

### GOALS

#### Experience goals

Make sure the customer is at ease when he or she is walking in the store.

#### End goals

Get more knowledge on how to work with the computer.

#### Life goals

Seek for new adventures and keep your eyes open for new things.

## MAURICE STEENHOEVEN



36 years old  
Lives in Utrecht  
Account Manager  
at Makita

### QUOTES

"It has to be a party around here."

"The work at STIHO is much bla bla. It's a lot of customer maintenance. Having a chat at the coffeemachine. I know on what cases they are working on, but also how many children they have, and in what age category their in, or what motorcycle they ride."

"I started with school, learning from the books. After my 18th birthday I got my carpenter certificate and worked in construction for two years, they taught me the whole thing. They said: forget what you learned in books, we don't do it that way anymore."

"Because I'm not that skilled with a PC I said: I want to do this but for now on just working with wood, maybe in a later stage I will have to learn it. I don't work with a smartphone either."

### QUICK BACKGROUND STORY

Maurice works for Makita since he was 23 years old. He has experience as a sale representative in his past career and is now an account manager. Maurice is a easy going guy which has strong skills in telling stories to others and transferring knowledge in a very practice and approachable way.

Maurice lives in Utrecht with his wife and two kids. He drives all over the country to visit different dealers and sometimes even construction sites to sell his product and convince the customer of Makita's expertise within the construction field, and eventually with his end goal to sell more products and get more customers.

### ACCOUNT MANAGER WORKING DAY



### WHAT DOES HE DO?

### PRODUCT PROMOTION

### PHONE CALLS WITH DEALER

### END-USER VISITS

### CHAT WITH DEALER

### GOALS

#### Experience goals

Deliver a very trusted and personal service for the customer.

#### End goals

Try to convince more and more customers of Makita's expertise.

#### Life goals

Get the most out of your family and love them.

# WHAT IS THE ROLE OF MULTIMEDIA AND EACH OF THE STAKEHOLDERS IN THE CONSTRUCTION KNOWLEDGE LOOP?

- 1 What problems do the customers encounter while working and how or when do they get the information needed to get it solved?
- 2 How do the employees get the information to help the customers and how do they help the customers?
- 3 How do the suppliers convey the information to their different users and what kind of feedback do they get?
- 4 What are the best means of knowledge transfer and more specifically for the construction industry?
- 5 What are the existing multimedia technologies custom-built for the construction and related industries?

## INSIGHTS BASED ON CUSTOMERS

PERSONAL  
RELATIONSHIP WITH  
CUSTOMERS IS  
IMPORANT

THEY USE  
SMARTPHONES/  
TABLETS TO OBTAIN  
INFORMATION

TREND IN TYPE OF  
CUSTOMERS SHIFTING  
TOWARDS DIY'ERS

NOT TRANSPARENT  
ABOUT THEIR TECHNICAL  
ADEPTNESS

PREFER STORIES/  
CASUAL CONVERSATIONS  
AS OPPOSED TO BEING  
TAUGHT

## INSIGHTS BASED ON EMPLOYEE

**INCREASE IN DIY'ERS =  
INCREASE OF AMOUNT OF  
QUESTIONS**

**EMPLOYEES NEED TO  
USE DELICATE BALANCE  
OF TONE WHEN DEALING  
WITH CERTAIN  
CUSTOMERS**

**SOME EMPLOYEES RELY  
IN TECHNOLOGY SOME  
DON'T**

**KNOWLEDGE SHARING,  
CUSTOMER FEEDBACK**

## INSIGHTS BASED ON SUPPLIER

**SUPPLIERS HAVE THEIR  
VARIOUS TOUCHPOINTS  
TO REACH OUT TO  
DEALER & END-USER**

**VERY EAGER TO REACH  
OUT TO AUDIENCE VIA  
TRAININGS, ONLINE  
MEDIA ETC.**

# INSIGHTS BASED ON KNOWLEDGE TRANSFER IN CONSTRUCTION INDUSTRY

## PRACTICAL WORK

LEARN BY DOING

SIMULATIONS 3D  
MODELLING

## EXPERIENCE SHARING

MENTOR - MENTEE

PEER - PEER

## CONCEPTS FROM MULTIMEDIA TECHNOLOGIES

**BROCHURES / MANUALS  
=  
WORST PRACTICE**

**CROWDSOURCING TO  
DISTRIBUTE WORKLOAD**

**FOLKSONOMY /  
COLLABORATIVE TAGGING**

**DIGITAL CONSTRUCTION  
SCENARIOS SCOPE TO  
MAKE MISTAKES  
WITHOUT ANY LOSS**

**LIVE CHATS IMMEDIATE  
RESPONSES**

**FORUM APPS FOR  
DISCUSSION AMONG  
PEOPLE GOOD  
KNOWLEDGE SHARING**

**MAGAZINE APPS HELP  
FOR NEW INFO /  
UPDATES**

**HOW CAN WE USE DIGITAL MEDIA AS A KNOWLEDGE  
MANAGEMENT SERVICE ACCESSIBLE TO ALL THE STAKEHOLDERS?**

## WHAT'S LEFT?

Do workers/employees use or are they aware of apps like the weber app?

What's in it for the experts/specialists who will be sharing their info/experience? Don't they run the risk of losing customers or people who depend on them?

Workshops are supposed to be conducted but apparently don't happen, why is this?

How do the customers use the internet? When? Where? Because almost every customer we asked said they used internet for info.

If the information is made freely available to the DIY'er, the experts may lose customers. But if you restrict access do the DIY'ers it keeps the STIHO employees busy with them giving less focus to the contractors etc. who contribute more to the business