Barriers and triggers in the process of purchasing a Fairphone.

Strategic roadmap from Q4 2020 until 2022 and beyond.

Project owners

- EC E-commerce
- IDS Indirect sales
- I&I Impact Innovation
- BR Brand
- PR Product
- SC Supply chain
- CS Customer support
- AS After sales
- SW Software
- FI Finance

Horizon 1 | Short term *until Q4 2020* — **Horizon 2 | Mid term** *from Q1 2021 until Q4 2021* — **Horizon 3 | Long term** *2022 and beyond* — **Future vision | North star**

Damaged

Heard negative reports about Fairphone or experienced them themselves.

- **Repair the damage made.**
  - Side by side comparison of FP2 and FP3 clearly demonstrating the improvements.
  - Thanking FP2 buyers for taking the risk of buying into an innovation. Honoring the FP2 pioneers.
  - Provide FP1 and FP2 pioneers with special credits/ incentives.
  - Acknowledge FP2 was an innovation and FP3 is evolution.
  - Comedy videos about biggest failures of FP2 and how we have overcome them.
  - Public 'messup-session' (what did we do wrong in the past) and show our lessons learned.
  - Provide people with negative feedback a free phone to try out themselves for 1 month.
- **Prevent new damage from happening.**
  - Invest more in CS to manage issues better.
  - More time needs to be spent on answering both negative and positive Social Media questions.
  - Thorough onboarding and offboarding guide.
  - Show relative repair statistics.
  - Live chat on the website.
  - Repair tours with an iFixit van to repair peoples broken phones, while they wait, they can try the FP3.
  - Check in after couple of months to see how customers are doing.
  - Physical service points.
- **Reward loyal consumers.**
  - Work at Fairphone for a week experience.
  - 'FP-months'. Reward someone for every month they do use the phone.
  - Save discounts for museums.
  - Save discounts for other sustainable brands.
  - The longer you use the FP, the less you pay.

Need to inspect

Not familiar with Fairphone user experiences.

- **Increase presence of demo-phones in cities.**
  - Increase visibility of the store locator.
  - Optimise store locator.
  - Training to get 'Educated' partners that can explain FP story in the stores.
  - Get store space in Mediamarkt.
  - Try before you buy days organized by the angels.
  - Demo-phones for customers at Amsterdam office.
  - Attend more events which promote sustainable alternatives.
  - Fairphone on the road tour.
  - Collaborate with stores which share some of our values and have demo-phones there.
  - Pop-up shops in big cities to experience FP + mission.
  - Fairphone Day Festival. Yearly event for Learning about what FP does.
  - Open own Fairphone experience store(s).
- **Enable consumers to test the Fairphone at home.**
  - Make sure people know about the 14 days cool-off period.
  - 100% free return in 30 days.
  - Trial 2-week period. Try before you buy service.
  - Peer2peer Testing: connect customers with 'doubters'.
  - Get a replacement FairSwapPhone during repairs of other brand smartphones.
  - 'Kettenbrief'. One demo-phone for 24 hours, then give to a friend or family for the next 24 hours.
- **Enable digital testing.**
  - Screen-videos available on the website.
  - Dedicated section on website for people on the verge of buying a FP.
  - Set up a '5-questions Fit Test' to provide consumers with personal advice.
  - Software test on the website. Let consumers test the interface.
  - Ask an owner. Specific questions to some of our ambassadors.
  - Go on a FP speed date/ call to be convinced.
  - VR experience of testing and using a FP.

Review dependent

Not familiar with Fairphone user experiences.

- **Encourage current consumers to review their Fairphone.**
  - 'Call to action' for a review inside the packaging.
  - Double down on ambassador program and put their experiences front and centre.
  - Embed reviewing in the software experience.
  - Social testimonials. Encourage consumers to share their positive stories on Social Media.
  - Offer credit for accessories and modules as referral compensation.
- **Improve visibility of reviews online.**
  - More testimonials and reviews by real customers on the website.
  - Dedicated video section on our website for reviews.
  - Create more basic how-to videos: 'How to install an app.'
  - Start using different review channels. Not just tech-sites.
  - Webinar session on questions regarding the pre-sales journey.
  - 'Ask-me-Anything' with FP employees.
  - Call a product-expert at FP for individual questions up front (telesales).
  - Dedicated B2B section for case studies and testimonials on the website.
  - Search online for people in your surrounding that already have a FP to see and try it.
- **Obtain more major reviews.**
  - Collaborate with 'Consumenten Bonden' in target countries.
  - Star in a music video clip.
  - Reach out to 'green' influencers for a review.
  - Have more reviews done by non-tech females.
  - Physically approaching companies/NGOs to make it their company phone.
  - Send Bas to the Joe Rogan podcast.
  - Finally send a FP to Mark Ruffalo.
  - Give a phone to Greta Thunberg.
  - Try to get product placement in popular Netflix series/movies.

Critical about fairness

Doubts about FP's fairness and modularity, preference for sustainable alternatives.

- **Be more transparent in communication.**
  - Publish elaborate cost breakdown of FP3.
  - Conversation starters in packaging to find more information online about our impact programs.
  - Brutal fairness on our website: what is not fair about the FP.
  - Apply for more third-party certifications and competitions.
  - Process after you stopped using your FP. What do you do with old devices?
  - Comparison tool of FP to other 'sustainable alternatives'.
  - Diagram that shows fairness vs. tech specs in comparison to other smartphones.
  - Publish elaborate cost breakdown accessories.
  - Mapping FP. Show the origin of all the minerals and materials.
  - Show all the steps in the creation of FP (from minerals to FP in your hands).
  - Enclose an envelope so they can return old electronics.
- **Actively start the discussion.**
  - #challenge us: FP debunks myths or reacts to criticism.
  - Create critical online persona and debate critical comments.
  - Be more outspoken about our values (e.g. joining climate strikes).
  - Monthly Q&A Webinars with FP employees and partners.
  - Physical full-scale 'Building blocks' exhibition which shows the environmental impact of mining the materials in a phone.
  - Be more aggressive at criticizing others in the industry.
  - YouTube series. (e.g. Tech supply chain or Family of miners).
  - Netflix documentary on FP lead by third party NGO.
  - Stop selling to IDS partners until they commit to pushing their vendors to change their ways.
- **Go even greener.**
  - Top 10 things consumers can do to be sustainable with electronics.
  - Sign up to buy a FP in the Future. Every month you are on the list, you will get 1% discount.
  - Organize activities (e.g. Urban mining tours).
  - 1% of every sale is donated to charity.
  - 'Second chance' products in the web shop. Choose to buy a new, refurbished or second-hand device or module.
  - Thank the maker. An app where you can video call the makers of your phone.
  - You have to assemble it yourself so you can see how modular it is.
  - Collaborate with WeTell: Sustainable operator in Germany.
  - Develop a second-hand market for all phones.
  - Use only green energy in the production.
  - Set up a certification for other companies. (e.g. Tesla car with FairGold).

Dislike design

No appreciation for the current design and size of the Fairphone.

- **Inform consumers about the design trade-offs.**
  - Be transparent about why the FP3 is the size it is.
  - Distinguish FP more clearly from the competition with distinct modular design language.
  - Phone map in 3D to show the trade-offs.
  - Create a unique 'show-phone' which would be optimized for sustainability and show how it wouldn't be daily-life proof.
- **Improve the devices.**
  - Make 'Change is in your hands' optional.
  - Get rid of the front logo.
  - Make the logo on the back smaller.
  - Introduce an icon instead of a logo.
  - Use more premium and sustainable materials.
  - Make the devices thinner.
  - Offer different coloured editions.
  - Clearly show the modular blocks in different colours (pick your own mosaic).
  - Develop co-branded modules (e.g. a Bose-speaker module).
  - Offer different modular frame sizes.
- **Let consumers participate in designing a Fairphone.**
  - Engrave your name on the FP.
  - Test early prototypes with users for form and aesthetic.
  - Run a phone-styling competition (similar to FP2).
  - Open invite 'Fairphone design-week': a weeklong event with different workshops.
  - Let famous artists create some back cover designs.
  - Personal back cover design.
  - Create your own Fairphone on the website and order. Pick your options.

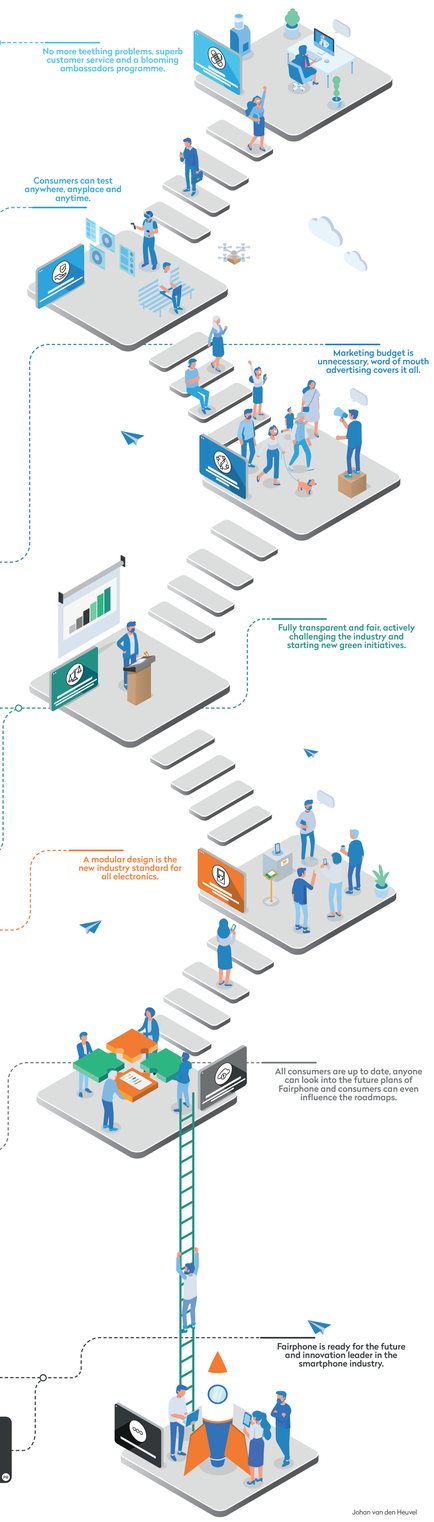
Uncertain of updates

Expect more transparency about software (and hardware) updates.

- **Make sure the consumers are up to date.**
  - FP3 to Android 10.
  - Organize trainings for customers to show them how to do updates.
  - Offers discount coupons for spare parts when purchasing the phone.
  - Service contract. Monthly payments for free repairs and spare parts.
  - Fairphone as a Service. Always the latest module and design in your hand.
  - 5-year warranty.
- **Be open about the next steps.**
  - Show track record of continuous software updates.
  - Make software updates personal. An email with a FP employee explaining why this update is important.
  - Publish a Software roadmap.
  - Publish an Impact roadmap.
  - Roadmap sticker on the demo-device screen with a link to the online roadmap.
  - Publish a Hardware roadmap.
  - Integrate the roadmaps with the MyFairphone app.
  - Monthly customer focus-groups to discuss development.
  - Create yearly upgrade cycles for modules and software.
- **Explain the challenges you face.**
  - Podcast on the challenge of providing SW updates.
  - Explain dependency on Google and Qualcomm.
  - Open campaign directed at Qualcomm on why they don't support updates further.

Best of the rest

- **Provide basic information to customers.**
  - Dedicated page to show apps that work with FP.
  - Dedicated page to show how to use FP with other products (e.g. speakers).
  - Show that it is possible to combine a FP with a subscription.
  - Show testimonials of consumers who made the transition to Android.
  - Dedicated page with a user guide for transition to Android.
  - Start-kit for an employee to convince his employer.
  - Transition service to Android. Learn from Samsung.
- **Future Fairphone.**
  - Monthly payment payoff.
  - More focus on digital well-being.
  - Starting campaigns: Collect mineral stickers at the Albert Heijn supermarket.
  - Platform for collecting credits by living sustainably.
  - Use your credits for purchasing sustainable products.
  - Fairphone the first phone for your kid. FP helps parents dealing with children and the hidden dangers of digital technology.
  - Pay per use looking at screen-time.
  - A budget Dumb-Fairphone.



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