

SNAP AT GROWNYC MARKETS IMPROVED CUSTOMER EXPERIENCE JOURNEY

	ENTICE	ENTER	ENGAGE	EXIT	EXTEND
USER GOAL	Find out about the Health Bucks incentive, which gives them \$2 for every \$5 of SNAP used at farmers markets	Locate EBT table at a local farmers market and speak with a market employee	Use EBT card to purchase tokens at farmers markets and receive Health Bucks	Go home with healthy, local produce	Visit the farmers market regularly, and tell friends and relatives about the Health Bucks incentive
TOUCHPOINTS	Subway advertising Human Resources Administration Community-based organizations Social media	GrowNYC website EBT table Staff person SNAP banners and posters	EBT table Staff person EBT card SNAP banners and posters EBT tokens Health Bucks	EBT tokens Health Bucks SNAP banners and posters Farmers' stands EBT table Fliers and postcards	Fliers and postcards Social media Word of mouth
THOUGHTS	I want my kids to be healthy. I need to stretch my dollar as much as possible.	I recognize the SNAP logo. I want to find out more about how to use my EBT card here. I want to take advantage of the Health Bucks incentive.	Look at all of these fresh fruits and vegetables. I can afford quality food for my family.	I bought so much healthy food and didn't have to spend my entire allotment of SNAP benefits for the month. I can't wait to cook!	I can't wait to go back and see what fruits and vegetables will be in season in a couple of weeks. I will definitely tell my friends and family about how affordable and delicious farmers market produce is.
FEELINGS	Surprised Delighted Curious Excited	Comfortable Receptive Eager	Empowered Economical Informed	Confident Satisfied Hungry :)	Acquainted Enthusiastic Connected
ACTIONS	<ol style="list-style-type: none"> 1. Learn about SNAP eligibility from a community-based organization 2. Visit a SNAP center to apply for benefits 3. Learn about the Health Bucks initiative at the SNAP center 	<ol style="list-style-type: none"> 1. Find out about using SNAP at farmers markets, and where/when they are 2. Visit a GrowNYC market nearby 3. Find the EBT table and ask about using SNAP and Health Bucks 	<ol style="list-style-type: none"> 1. Decide how much to spend at the farmers market and use EBT card to purchase tokens and receive Health Bucks 2. Browse the farmers market 3. Make purchases from farmers 	<ol style="list-style-type: none"> 1. Use up tokens and Health Bucks 2. Grab 2. Leave the farmers market with fresh fruits and vegetables 3. Grab fliers and postcards in their native language to share with family and friends. 	<ol style="list-style-type: none"> 1. Tell friends and family about how much they saved by spending SNAP dollars at farmers markets 2. Give friends fliers and postcards 3. Post about what's cooking on social media 4. Return to farmers market every week or two