## CUSTOMER INSIGHT METHODS

Used to build confidence in your product or service

## 1.RESEARCH

Find out what people want



Create experiences they will enjoy





## Make sure they work well in real life

(see what people do, not what they say)



No one enjoys using products or services that make it hard to do what they want. Check how easily people can use yours and how you can improve it. This can help you rethink an early concept before spending too much developing it, or make sure your product or service is the best in its class. It's a lot cheaper than answering calls from confused customers, or withdrawing a bad product from the market.



HOW TO USE THIS GUIDE

1. Take time to read the method summaries across the 3 phases below.

books to understand how to apply the methods in your projects.

2. Note the effort-sizing guidelines at the base of this map; agree an ambition with your teams.

4. Use the postcards to plan out a method 'recipe' that suits the goals and stage of your project.

5. Use the picture references on the postcards to identify the associated books supplied. Use these

3. Use the accompanying Method Map postcards to better understand the effort and inputs required.

3.2 Find out how to improve your product or service by seeing what people like or hate when they use it

Life is busy, so people forget tiny details. But tiny details matter, if you want to create experiences your customers will love. Watching how people use your product or service in real life shows you how to improve it.



TOP TIPS

It's better to try and understand your customer than do nothing at all.

Build a prototype to flush out how your idea will work.

than any short postcard could capture.

There is no perfect method. Combine several to overcome the flaws with each.

Keep your customer in mind and map out the experience you want them to have.

Test your prototype as soon as you can, so you can see how it's used and improve it.

Build a rich picture from a few people, then quantify the key things by surveying lots more.

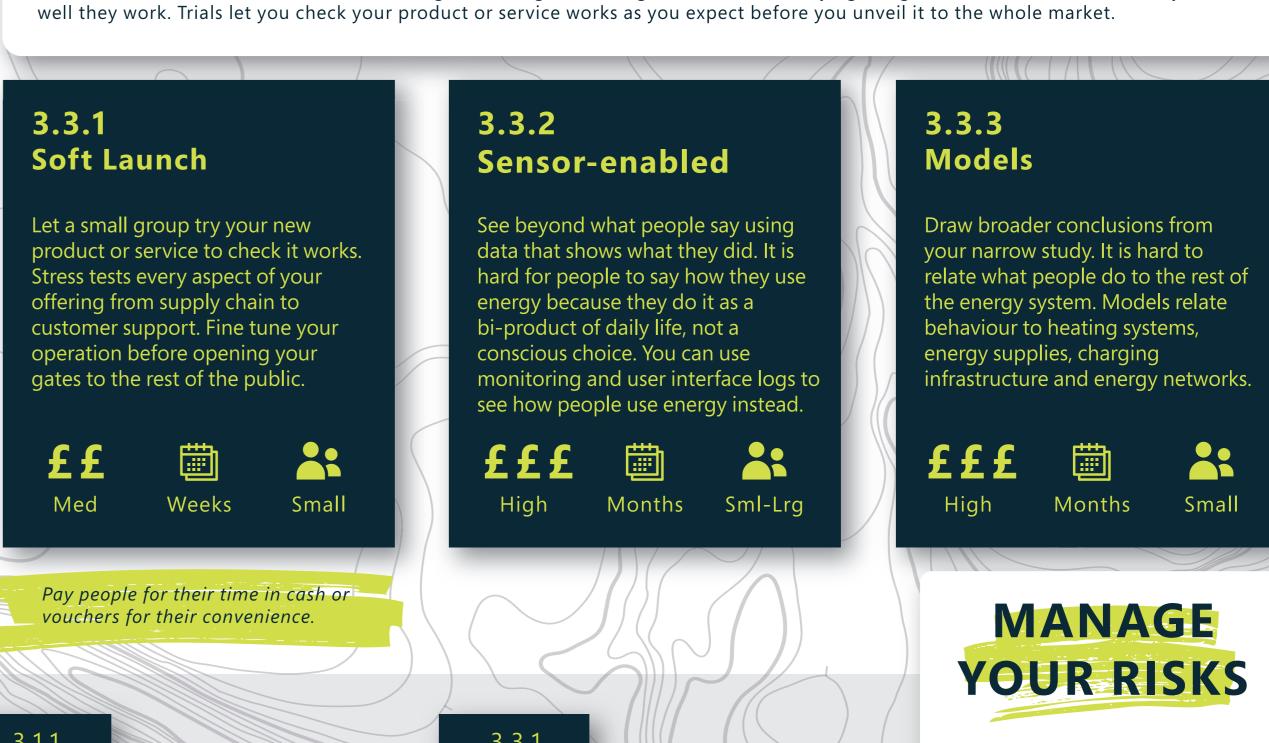
Caution: treat these resources as a guide, not a recipe for perfection. There's more to the methods

## 3.3 Show how well it works in the real world

Diary

Weeks

In the end, there's no substitute for launching something and seeing how well it flies. Trying things out in the real world shows you how



3.3.2

Sensor



BEST-IN

-CLASS





customers want what we're selling. We saved some time and money to be first to market. Chances are we could

**BEST-IN-CLASS** We're known for being thorough. We only develop things that we're confident users will

want. We risk spending too much or being late and losing market share.

have spent less or been more





