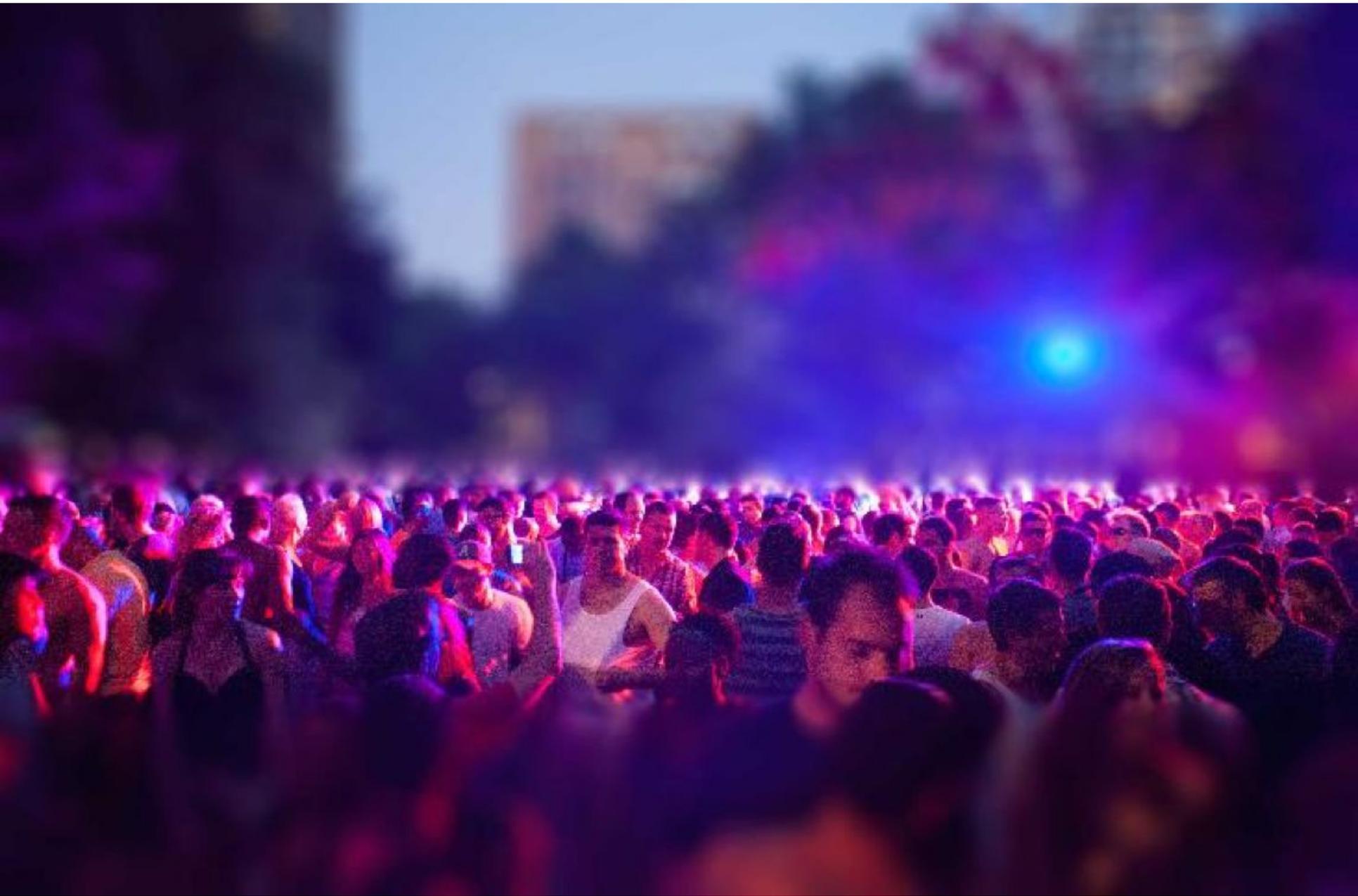


Customers





Organization-centric

- What can we sell to customers?
- How can we reach customers most efficiently?
- How can we make money from our customers?

Customer-centric

- What job(s) do(es) our customer need to get done and how can we help?
- What are our customer's aspirations and how can we help him/her live up to them?
- How do our customers prefer to be addressed? How do we, as an enterprise, best fit into their routines?
- What relationship do our customers expect us to establish with them?
- For what value(s) are customers really willing to pay?

USER EXPERIENCE DESIGN

= is the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product.

EMPATHY

- Is important when you are creating for someone else.
- We want to understand how they think, how they feel, what are their needs.

Research

Quantitative Research

- Data and statistics
- Representative samples
- Market research
- Online questionnaires
- Web analytics

Qualitative

- Smaller samples
- Personal
- We dig deeper -> insights

Customer Research

- Start with brainstorming of potential customer segments.
- Customer vs. User
- Research more customer segments.
- Gradually get to specific group – Early Adopters.

Get out of the building. – Steve Blank

Personas



	The researcher	The Sysadmin	The OSS developer	The CS student
				
Name	Alexander Weiß	Donald M. Berry	Kristian Larsson	Eric Neville
Age	30	30	26	24
Location	Germany	US	Sweden	France
Social Life	Alexander lives with his girl-friend in a flat in Hamburg.	Donald lives with his wife and 1-year old daughter in a house in Portland.	Kristian shares an apartment with two friends in Stockholm. His girl-friend lives in Uppsala. They see each other every weekend.	Eric lives with his parents in a small city close to Lyon. He visits the university there. Often, he stays at his friend's apartment for playing PC games and programming.
Work Life	He works at centre for environmental systems research and designs plans for replacable energies in a EU-funded project.	He is a lead system administrator in a huge network solutions company in Portland.	A software developer with a dayjob in a medium-sized software company. Works on KDE in his spare time.	He is a student of computer science. Besides university, he performs small programming jobs for people in his

Extreme Users



Extreme Users

- Their needs are the same as the segment.
- They create improvements.
- You will gain insight.

We want to understand

- Environment
- Day schedule
- Fears
- Dreams
- Motivations

Observation



Experience





Ethnographic Research

- Immerse ethnographic research
- You spent time in the environment and become part of it.
- Visit homes of your customers



Interview

We are not asking them what they want, but we are developing a deeper understanding of the customers.

Interview

- Prepare your questions
- Semi-structured interview
- Open ended questions
- Listen to stories
- Search for problems and needs

Experiments

- We want to validate our assumptions and findings.
- Feedback (comes from the brain) vs. reactions (comes from the gut)



ADOBE FLASH CS3
PROFESSIONAL

ADOBE FLASH CS3
PROFESSIONAL



Simulation

- We want to create an experience.
- Understand what is important for our customers.
- Bus Rapid Transit (2008)

Prototyping

- Later stage validation
- Observe the interaction with the prototype.





Find out which private insurance plans, public programs and community options are available to you.

State



Your Health

Have you been for insurance?

[Learn More](#)

Prevention & Wellness Month

Find out how the health care reform is helping you stay healthy.

- Learn about prevention and wellness services that may be covered at no cost for Medicare beneficiaries.
- Use the online tool to identify which screenings and preventive services are right for your age and gender.

Hot News

Healthcare.gov's Pre-Existing Condition

Healthcare.gov

Get Healthy.

This June, we are celebrating our nation's first-ever Prevention and Wellness Month. Over the next

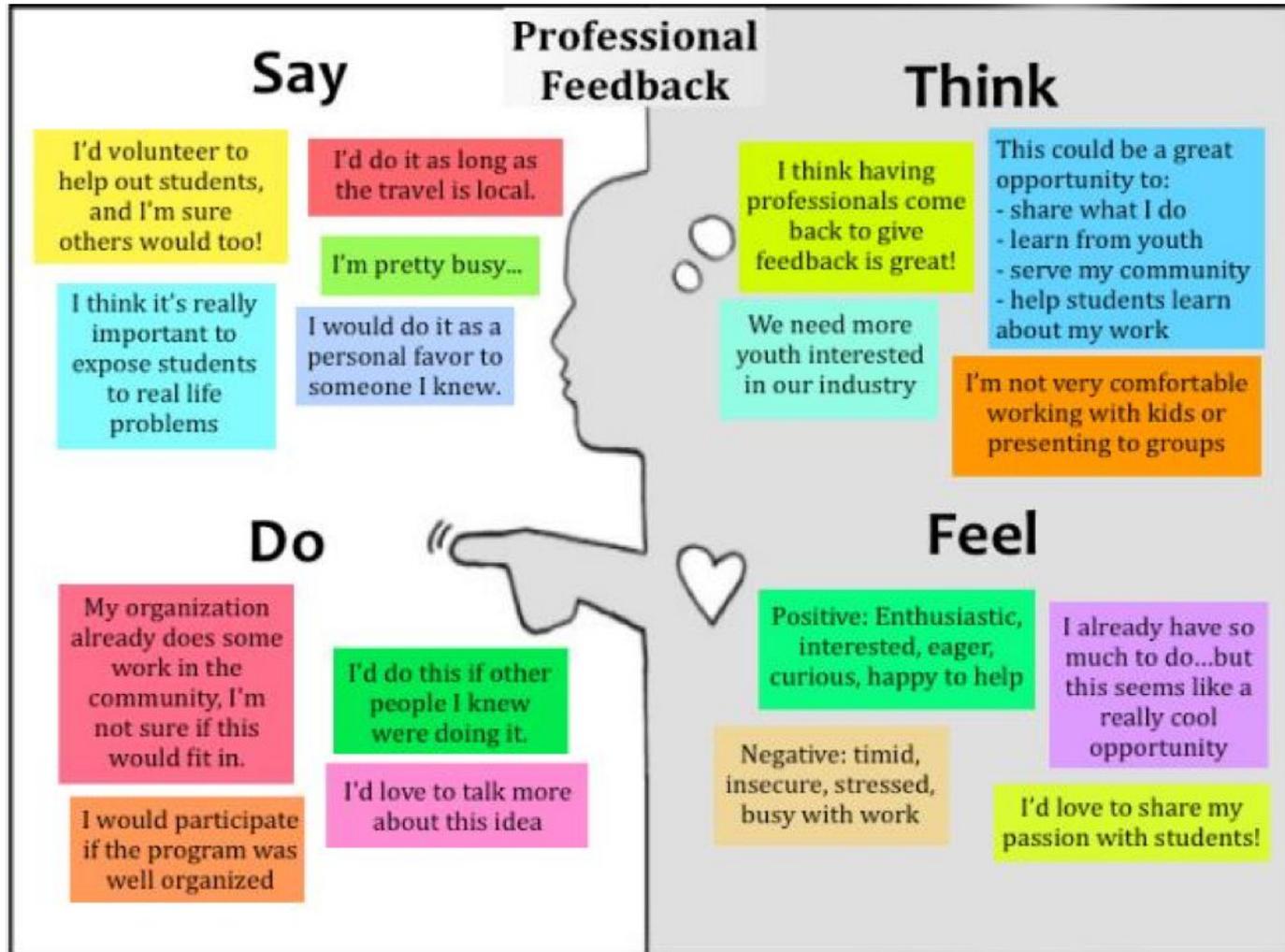


Data collection and analysis

- Video, recording, notes
- Discussion
- We search for patterns in behaviour
- Needs identification



Empathy Map



Customer Journey

