Uncovering What Your Customers or Stakeholders Want

1. Interviews and Questionnaires
   a. Focus Groups where facilitator asks open ended questions about customer or stakeholder’s experience of your service or product.
   b. Unfocus groups composed of diverse people.
   c. Storytelling—asking users to tell you personal stories of their experience.
   d. Extreme user interviews of those who know the most and know the least about your service or product.
   e. Structured Questionnaires for quantitative data

2. Observation: Watch your customers interacting with your products and services. Look for:
   b. Pause points—moments when people seem confused or uncertain
   c. Hand-offs—what behaviors happen when your service or product moves from one person to another?
   d. Unexpected behavior—when people use the product or service in unexpected ways.
   e. Coming and going—what do people look like when they arrive and when they depart?
   f. The unusual—surprising behavior, errors that make sense and workarounds that people do.

3. Try it out. Be the customer and try the service or product for a period of time, or “shadow” a real customer during the day.

4. Capture it. Take videos or pictures of the customer during their experience.

5. Co-Create with Customers—jointly solve problems with customers.

6. Review market & customer data, read trade journals for trends in your enterprise, and conduct on-line searches.

Compiled by Bill Wilmot

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1 See IDEO, BusinessWeek online May 17, 2004.

2 Adapted from Laszlo Gyorffy of www.EnterpriseDevelop.com FOCuS fieldwork guidelines.


4 Used by IDEO and Enterprise Development Group.