empathize

At this stage of Design Thinking a study on the problems that cause our product to the customer in order to collect information that will help us progress as a group performed. For us, as an organization and group goes beyond empathy. It feel like you were that person, be it a deeper feeling, as customer and we know it. The interesting thing is that you can develop over time depending improving our product to suit the client.

TECHNIQUES OF EMPATHY

TECHNIQUE WHAT ?, Why? AND HOW?

In this part of the technique we perform certain surveys such as the following:

What?

- What do you suggest to make our product better?
- What suggests not to increase insecurity in the streets?
- What would buy to keep your community or your home insurance?
- What's wrong with the environment of insecurity?
- What would you like our product enjoyable for you?

How?

- How would you like it to be used?
- How do you need help or would arm us?
- How do you use our product reliable or unreliable way?

Why?

- Why would use our product?
- Why buy if you are in the market like?
- Why do you recommend?

Interview technique

BRAINSTORMING

For this next technique it is necessary to engage with the customer conducting the survey, which will be displayed in the video, encouraging stories, pay attention to gestures and have a correct body language, ask questions and do not suggest an answer, have your confidence to he awareness with clear customer is with the consent of the person preparing a site

TECHNICAL SURVEY CUSTOMER.

Perform the following steps:

Establishment of the objectives of the survey: assess the feasibility of launching a new product to market, consumers, average spending by to buy similar products, would use, etc.

Determine the population of Arequipa: Everybody can participate in the survey since they all use a chair to sit.

Identifying information to collect: Meet the objectives of the survey; buying intentions of consumers, average spending by to buy similar products, would use, etc.

BENCHMARKING TECHNIQUE

It is a technique to find the best practices that can be found outside or sometimes within the company in relation to methods, processes of any kind, products or services, always aimed at continuous improvement and customer oriented primarily