

perspective. Equally, the entire map of your business might be a single component for someone else.

Hence start with a scope and define the user needs for that scope. Be careful though because a common trap is not to think of your user's needs but instead to start to describe your own needs i.e. your desire to make a profit, to sell a product or be successful. Yes, your business is a user with its own needs but this is different from say your public customers. To keep things simple for now, focus on them.

You need to think precisely about what your user needs. If you're a tea shop then your users may have needs such as a refreshing drink, a convenient location, a comfortable environment, a quick service and a tasty treat like a piece of lemon drizzle cake. This in turn requires you to have the capability to satisfy those needs. If you don't then your plan for world domination of the tea industry might be abruptly halted. At the same time, you should distinguish between the many things that your users want but do not necessarily need. So start with questions such as what does this thing need to do, how will its consumers interact with it and what do they expect from it? There are various techniques to help elucidate this but I've found nothing more effective than talking directly to your own users. Creating a user journey for how they interact with what you provide is always a good start.

As you discuss with users, along with the usual list of wants (i.e. I want my cup of tea to make me fabulously witty, slim and handsome) then you might find they have genuine unmet needs or novel needs that