InSite – Seeing how a museum feels

Deliverables

16.07.2021

1. Customer Problem

The first step was finding and understanding client's needs, in particular understanding which need exactly we can fulfil with our prototype. We used empathy map and working backwards technic. This led to important findings and conclusions that helped to understand the customer.

1.1   Five Working Backwards Questions

1. Who is the customer?

> ➢ **Client**: Technical Lead of the Museum of London
> ➢ **Customer**: Facility Managers (FM) of the Museum of London

2. What is the customer problem or opportunity?

> ➢ **Problem**: Today the Facility Manager of the Museum of London has to contact a third party service provider to find out about the building's health, identify issues & locate them, what consumes a tremendous amount of time!
> ➢ **Opportunity**: We will develop a tool that will make it possible to process the data collected from the building and transform them into valuable information in such a way that it can be easily interpreted.

3. What is the most important customer benefit?

> ➢ **Benefit**: Facility Manager of the Museum of London will have access to the building's data and will be able quickly find a relevant data set, understand it and derive further actions without the third party service provider.

4. How do you know what customers need or want?

Customer's need:

> ➢ During this project we had 7 meetings with the Museum of London outside the class:
>   o Get to know the Museum of London and its pain points (06.04.)

- An interview with a facility manager to determine his needs (07.04.)
- Establish an understanding of provided documents (14.04.)
- Discussion about provided data snips (19.04.)
- Explanations of critical alarms (30.04.)
- Feedback regarding the press release (11.05.)
- Discussion about technical setup of InSite (04.06.)

➢ The client and the customer have not only provided qualitative feedback during the determination of demand but also approved the product concept. Besides that they are involved in the product creation by providing their input after each sprint.

➢ Besides that the team had six coaching sessions, which helped not only to find a right direction but also to stay focused.

5. *What does the customer experience look like?*

Customer experience:

➢ Data transformed into an understandable instruction
➢ An easy to use app available on any device
➢ User friendly interface (in contrast to what they use now)
➢ An overview on the entire building
➢ Customized dashboards
➢ Online task management tool

For more details see the storyboard.