

5 Working Backwards Questions

1. Who is the customer?

Based on the challenge that the City of Munich presented to us, our customers are meant to all those institutions that issue any cultural offer in the city. However, it should be stated that we have considered three different types of customers: Firstly, museums may be our stakeholders. Then, the city of Munich would be our intermediary customer as they are in the middle of the stakeholder (museums) and citizens, which are our final customers.

Is important to mention that when designing our final solution for the challenge presented, we have primarily focused on citizen's needs and desires as this may be the best approach to create a solution which could really success.

2. What is the customer problem or opportunity?

Even if Munich is a culturally rich city, there are still some impediments that impede this cultural offer being accessible to everyone, both, in the city and internationally. Our team has been faced to the main question of "How could the City's other cultural resources be made accessible online in innovative ways, permanently?" This is, we need to seek for an online solution to this problem that, at the same time, needed to attract cultural customers in Munich and around the globe.

3. What is the most important customer benefit?

On the one hand, thanks to this online version of culture, museums will be able to reach new targets such as disabled people or couples which cannot attend physically the museum because of their little children. Moreover, they can also benefit from a direct feedback and interaction with customers, which may help our stakeholders improving their offerings, according to customer's tastes.

On the other hand, citizens will have the possibility of attending any museums' cultural offer wherever they are and whenever they want. This experience will be offered in a 360° view, in order to live the experience as much as possible. The entrance will be cheaper than in the physical building. Moreover, as it has been just mentioned above, new targets which could not attend museums before, will now have the option to do it.

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

In order to have a deeper insight on customer needs and preferences, we have decided to run a survey in which questions such as: what would encourage you attending a museum? Would you go through an online cultural experience? Etc.

5. What does the customer experience look like?

Citizens that aim to enjoy our cultural online experience will be able to go through a 360° tour of the museum they choose. The main advantage is that it will be possible for them to do it whenever and wherever they want. They will be able to choose between a guided and non-guided tour, as well as a cheaper price than in the physical buildings. Moreover, it will also be offered to them an online live chat that will clarify any questions and a forum where they could interact and comment the masterpieces with other people. Finally, they will also find sections with the latest news and exhibitions on museums as well as a preview on future exhibitions.