

# Unit 5

Tool box-2

# Tool box

- Competitor review –
- Context scenarios –
- Customer experience –
- Customer testing –
- Task analysis –
- Trade- off sliders –

# Competitor review

- It helps you understand threats and opportunities for your product or service, market, customers, and business by looking at competitor strengths and weaknesses.
- Do it during the early stages of the project when you're looking at the business or the market context. Repeat any new competitors as they emerge.

# Competitor review(Contd..)

- How to do it?
  - identify key competitors. Prioritise the list and then pick the top three to investigate.
  - Look at the direct lines of competition, such as the comparable products, and compare yours against theirs feature by feature to understand strengths and weaknesses.
  - Look at official sources of market research and media reviews to understand the industry opinion and ratings about their product/service compared to yours.
  - Look at user-generated content, including customer reviews, customer ratings, and special-interest consumer groups.
  - Do a SWOT analysis of each competitor (strengths, weakness, opportunities, and threats) to map out your findings

# Competitor review(Contd..)

- To speed up the process, identify the competitors and distribute the task of investigating each competitor between the team members.
- Complete the task within the time-boxed period, then reconvene to share your findings.

# Context scenarios

- These short narratives describe the activities done by customers to achieve goals in the context and environment in which they're performed.
- They help you understand the broader customer context, including motivation for use, and explore design solutions and requirements.
- As with personas, it's ideal to create scenarios at the beginning of the process to inform design

# Context scenarios(contd..)

- How to do it?
  - Start with your persona, his characteristics, and one of his goals.
  - Use plain English to describe the scene.
  - Describe the tasks that the customer needs to do to accomplish her goal. Refer to process maps if you already have them.
  - Avoid specific references to technology or particular interactions, unless it's a known constraint, as this could constrain your thinking to one solution. Remember, the idea is to give you some context to explore your options.
  - Add details such as inputs and expected outcomes.
  - Include context beyond the boundaries of your product as it's helpful to understand motivation. For example, if you're working on a website, how did the customer find the website and where did she land?

# Context scenarios(contd..)

- Divide up your project team into pairs or small groups.
- Brief the groups on writing scenarios and give each group a persona to base their scenario on.
- Have each group complete the scenario within a specified time limit.
- Present the results back to the group to share and critique the scenarios.



# Customer experience

- It's a way to visually represent all the channels, touchpoints, activities, and experiences that a customer has when trying to achieve a specific goal.
- Do it to analyze the current customer experience or to help envision the ideal experience for the future. Use it to understand customer experience across channels and to identify opportunities and challenges for your product.
- Do it at the start of the process to help kick-start design

# Customer experience(Contd..)

- How to do it?
  - Create the canvas and the key steps or phases across the horizontal axis.
  - Option one: On the vertical axis place channels such as website, phone, customer service, and so on. Plot your journey on sticky notes and add a smiley or sad face to highlight good or bad experiences.
  - Option two: Have an “experience rating scale” as your left axis ranging from high to low. As you plot out events make a note of the channel.
  - Using either method to plot the journey, take a persona and write one event per sticky note and add it to the map either aligned with a channel or with the experience scale.
  - With smiley faces or events that rank high on the experience scale, this is the stuff we want to keep doing. With the sad faces or low-ranking events, explore opportunities for improvement.
  - Also identify moments of truth or opportunities where you can improve, excel, or create a real point of difference in the customer experience.

# Customer experience(Contd..)

- Make the mapping exercise collaborative and time-boxed.
- Brainstorm the events as a team and have the facilitator plot them to the map.
- Ask what the customer does or might do next.
- Once you've identified pain points and moments of truth, brainstorm opportunities for improvement or making a point of difference.

# Customer testing

- It's getting direct feedback from customers who use your product or service.
- There's no better way to understand what your customers truly think of your product than to find out firsthand from the customers themselves.
- Do it throughout the life cycle of the product, especially when considering change

# Customer testing(Contd..)

- How to do it?
  - Guerrilla testing
  - Concept testing
  - Remote unmoderated testing
- Guerilla testing is probably the most agile flavour of customer testing as it's quick, relatively easy to do, and free.
- Divide the project team into small task forces to get more feedback from a wider range of people in a shorter amount of time.

# Task analysis

- Task analysis helps you understand the tasks needed to achieve goals. It's similar to customer journey mapping, value stream mapping, and as-is/to-be process mapping but focuses specifically on customer goals.
- Do it when you need to understand the tasks required to accomplish a goal that will inform information and interaction design.
- Use it to evaluate existing products or to brainstorm ideas for new products. It's particularly valuable when you're doing goal-driven product development.

# Task analysis(Contd..)

- How to do it?
  - Grab a persona and a list of his or her goals (collected using customer research activities and persona development).
  - Brainstorm about the persona's motivations, pains, and so on. For each goal, make a list of tasks that the persona would need to do to complete them. Use sticky notes to record the tasks in case you want to change the order of the tasks.
  - Use the results as a design artefact to help shape information and interaction design.

# Task analysis(Contd..)

- Make it a collaborative effort involving the cross-functional project team. Don't worry about documenting the results, just display them in the war room and photograph them for record and wider distribution.



# Trade- off sliders

- Trade-off sliders help to visually prioritise project or product dimensions.
- When everything is equal, it's hard to focus your attention.
- When you're developing a product, you need to understand and prioritise the most important dimensions and then focus your time accordingly.
- Run this exercise during early project stages.
- You might need to rerun it if there are any dramatic changes in the project landscape during development.

# Trade- off sliders(Contd..)

- How to do it?
- Ask business stakeholders to brainstorm a list of important project/product dimensions, such as scope, time, budget, quality, customer experience, or other measures of project success. Agree on a short list of six to eight dimensions and write them in a vertical list on a large sheet of paper.
- Now draw a horizontal line next to each item and add gauges to create a scale. The number in your vertical list will determine the number of gauges in your horizontal scale.
- Ask the business stakeholders to place a sticky note on the scale where left is least important and right is most important. The trick here is that no two dimensions can have the same measure of importance

## Trade- off sliders(contd..)

- Make it a collaborative effort involving business stakeholders and the crossfunctional project team.