

PIM Training
Getting Started with Problem/Opportunity
Project Customer Impact – Handouts

Evaluate Problem from Customer's Perspective:

- Define the Customer Experience (CX) from Customer's perspective
- Identify what the customer wants
- Measure using qualitative and quantitative information or data directly from the customers
- Identify customer priorities
- Locate customer pain points and list them down

Define the best fit output (Y) for the customer

- Work backwards from the ideal scenario that you expect customers to enjoy
- Revisit and evaluate the goals/objectives
- Plan the actions to be taken and their corresponding metrics
- Validate metric with the CTQ and VoC/VoP
- Check and ensure that the metric addresses the stated problem

Ways to Define Success Metric

- Work backwards from an ideal scenario
- Recommended to have one metric
- Choose a metric that is measurable
- Stay away from non-actionable metric
- Consider counter-metric if needed
- Constantly re-evaluate the metric