



Millionths
Seconds
Minutes
Hours
Days
Weeks
Years
Decades

Information Foraging

Sensitizing

Lifestyle change



Low Customer Context Resolution

System One Thinking

Low customer context is when we visualize 1 sequence step before and after a customer's interaction, this is typically at the user or customer's immediate local interaction layer or transaction related to their automatic response goal.

These attributes capture the essence of quick, automatic thought processes that dominate the Low Customer Context Resolution level. This level is characterized by rapid, often subconscious decision-making that is typically habitual or emotion-driven, rather than the slower, more deliberate decision-making found in higher levels of customer context resolution.

- Instantaneous Reactions
- Limited Attention Span
- Simple Decision Criteria
- Recognition-Based Judgments
- Minimal Consideration
- Satisficing
- Routine Behaviors
- Low Engagement
- Impulse Driven
- Preference for Familiarity
- Avoidance of Complexity



Medium Customer Context Resolution

System Two Thinking

Medium customer context is when we think 2 sequence steps before and after a customer's journey, this means we are looking at the steps leading up to a struggling moment and what they expect to happen next if they can make progress.

These attributes relate to a deeper level of customer engagement than the automatic, habitual responses seen in "Low Customer Context Resolution." They represent the thought processes and actions that customers take when they are actively trying to achieve something that may require more cognitive effort, such as making a purchase decision or resolving a service issue.

- Reflective Decision-Making
- Problem-Solving
- Goal-Oriented Actions
- Adaptability
- Customer Effort
- Emotional Investment
- Informed Choices
- Cognitive Load
- Patience/Impatience
- Expectation Management
- Conflict Resolution



High Customer Context Resolution

System Two Thinking

High customer context is when we think 3+ sequence steps of an entire customer's journey, this means we are looking at the steps beyond their struggling moments, and we understand a greater picture resolution of whom the customer is trying to become.

These attributes reflect a deep and nuanced understanding of customers who are engaged in a process of evolution and are thinking extensively about their future. They are focused on where they want to go in life and how the products and services they engage with can help them achieve their larger, often life-changing goals.

- Strategic Planning
- Holistic Understanding
- Value-Driven Decisions
- Aspirational Goals
- Patient Endurance
- Complex Problem-Solving
- High Emotional Intelligence
- Long-Term Commitment
- Self-Improvement Motivation
- Resource Optimization
- Personal and Social Identity
- Life Transitions

Economics

Customer Strategy Business Opportunity

Many Customers Same Insight Market

Shapes the backlog

This area's contextual intelligence research aims to establish and order the sequence of design and engineering tasks essential for deploying tests, measuring their results, and progressively refining solutions.

Tactical Research

A method to explore and authenticate potential solutions for well-defined problems. This approach to research is seamlessly incorporated into the team's existing development processes, aligned with the immediate opportunity at hand.

Operational Research

Used to quantify the effectiveness of, make improvements to, and optimize solutions or solution aspects that are in place. This type of research is conducted more often, aiming to continuously monitor and upgrade the output of recent development efforts within the framework of the current opportunity.

Shaping product vision and roadmaps

Customer Research within this area are expected to aid in developing a strategic vision and plan for a specific product or set of products. This includes identifying emerging opportunities (new challenges or unmet demands) and aligning them with the targeted business objectives.

Strategic Research

When teams look to identify new opportunities (new challenges or unaddressed needs) that could steer future design and engineering initiatives, they are likely to undertake Strategic Research. This kind of research is expected to be conducted in conjunction with the team's current development efforts, situated within a known problem space.

Shaping strategies and portfolios

Contextual Intelligence investigation efforts in this area play a significant role in understanding the broader vision and path forward for the entire company, affecting the development of marketing and sales strategies and influencing the composition of the product and service portfolio.

Exploratory Research

When venturing into new markets and investigating potential areas for significant future revenue, organizations are likely to engage in Exploratory Research. This type of research, characterized by its infrequent occurrence and broad, product-neutral perspective, aims to uncover valuable opportunities.

Ethnographic research for unmet needs is an example.

How customers are today:

Motivation and Priority flow towards what your customers are trying to become.

This journey is filled with smaller goals they need to do in order to reach their ideal self goal.

Who your customer wants to become?

Caution

Do Goals

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They are experts in their problems.

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How a customer wants to be in the future: Desired self

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Things a business can control: Supply.

Your ability to research/develop, design and build a product or service that someone else is willing to pay for while not keeping the lights on.

Things a business can NOT control: Demand.

All else being equal is based on the demand side - the things you have no control over. What customers actually have to accomplish, whether or not you meet.