Customer Needs

Objective

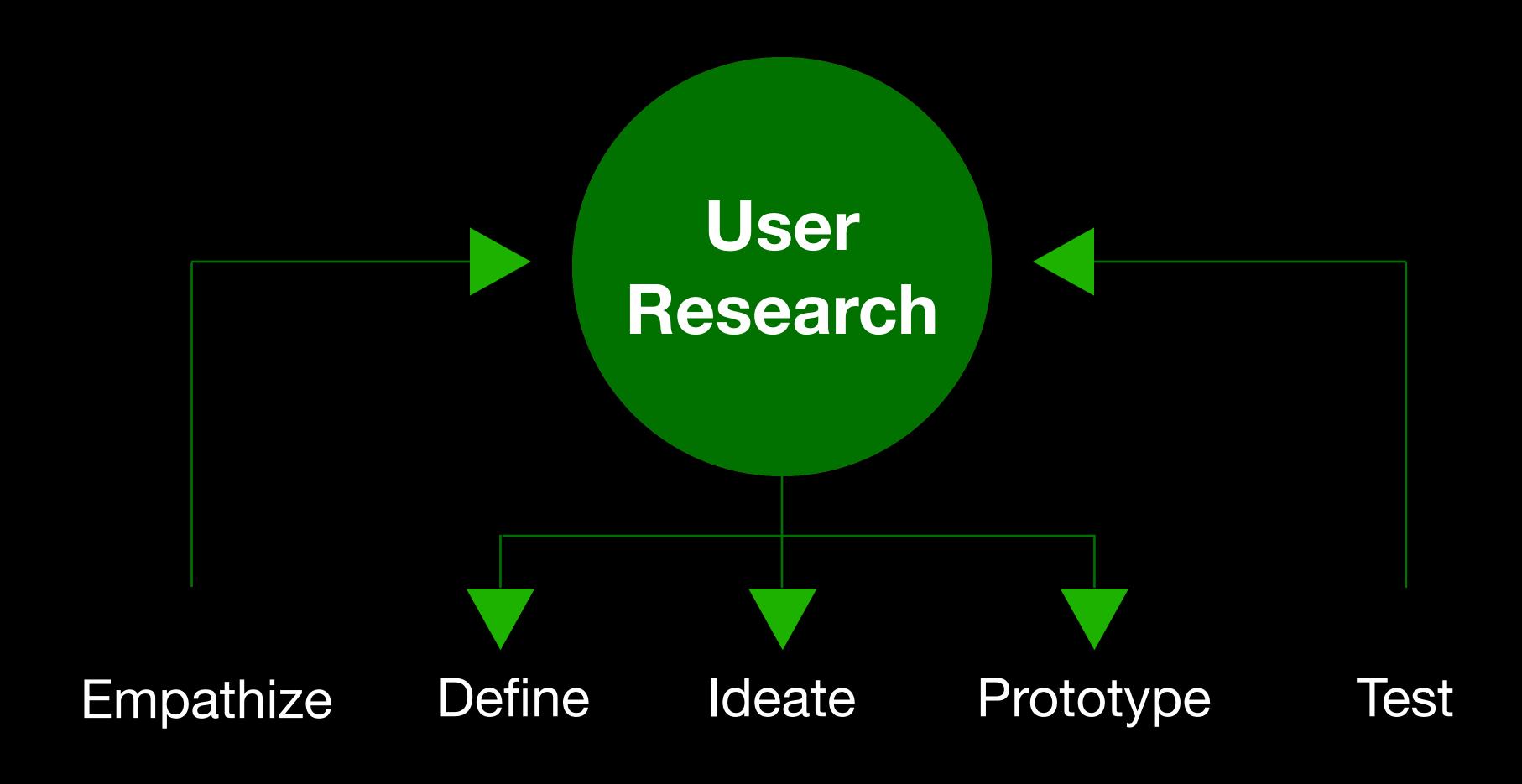**User-centric**

Process

User Research

Method

Creative Confidence

Showing less-than-finished work

Starting on a solution before knowing the outcome

Accepting the risk of not being correct

Sharing imperfect ideas with people you don't know

Empathize

Eyes of a beginner - not how you think of it

No judgment

Curiosity

Optimism

Respect

outcomes

Think about needs as verbs instead of nouns

Define

solutions

Avoid judgment

GO FOR VOLUME

Think of keywords, headlines, sketches

Stay on the problem statement

EVERY IDEA is worth keeping

Ideate

Prototype

Just enough detail to show/explain

"Fail fast, fail early"

Test again and again

When in doubt, try it out

Test

Say don't sell
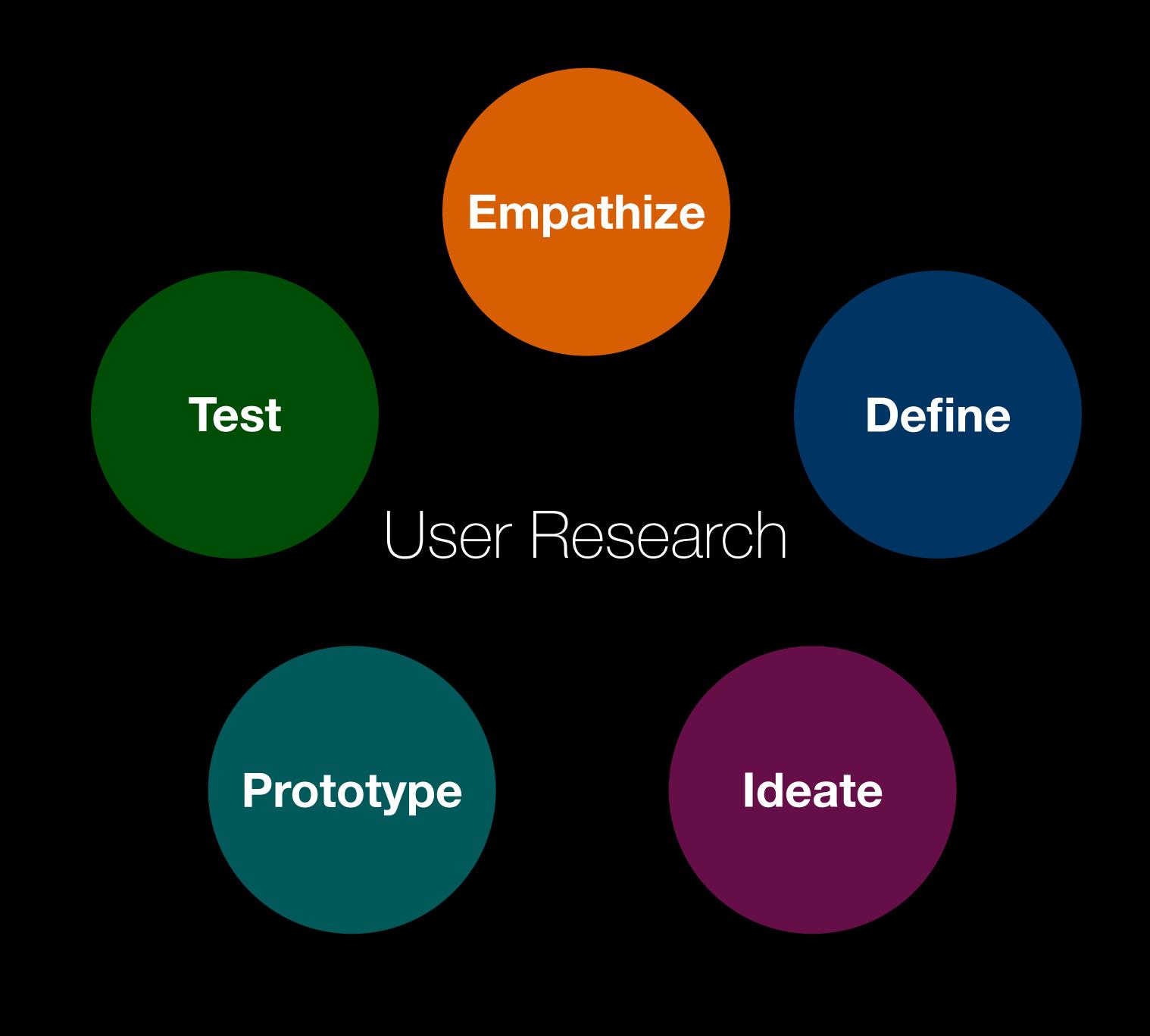
Just enough to explain idea

Listen don't defend

Chance for more feedback

OBJECTIVE: Input for next steps

Asking good questions

Open v closed

Structured v unstructured

Facts v opinions

Listening

Listening to understand v listening to respond

Showing attention

Keeping quiet

Avoid indicating your answers/ideas

Identifying actionable items

Nuggets v noise

Original observation/unexpected

Reinforcement of pain/value

Specific example

Overly general

Off-topic

Unoriginal

Identifying actionable items

Nuggets v noise

Things you can see in your mind

Priorities to try/test

Ingredients for solution

User research tools

Observation

Surveys
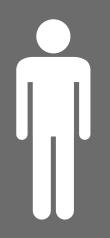
Interviews

Focus groups

Personas

Visualization tools

User journeys

	Specific user | Scenario (day, week, task, etc). | Their goals			
	Phase 1	Phase 2	Phase 3	etc.
USER JOURNEYS	1. 2. 3. 4.	5. 6.	7. 8. 9.	
	Opportunuties/Insights			

Scenarios

- Buying
- Trying
- Daily routine
- etc.

What does the user want/need?

What expectations do they have?

Specific user	Scenario (day, week, task, etc)	Their goals	
Phase 1	Phase 2	Phase 3	etc.
1. 2. 3. 4.	5. 6.	7. 8. 9.	

Opportunuties/Insights

Benefits of
visualization tools

Stimulates insights

Summarizes thinking

Creates common knowledge base

Communicates quickly & clearly

Limitations in
user research

Confirmation bias

Mixing up correlation with causation

Overfitting **(too specific) |** Underfitting **(too general)**

Ignoring context & validation

Recency
Representativeness

Brainstorming II

SCAMPER

SUBSTITUTE	Materials? Ingredients?
COMBINE	Components? Functions?
ADAPT	Form factors? Design?
MODIFY	Size? Portability? Power?
PUT TO OTHER USE	Different way? Different context?
ELIMINATE	Remove features? Simpler interface?
REVERSE/REARRANGE	Alternate method/layout for the same result?

No-No's

1. Determine the number of minutes you'll take for the exercise

2. Multiple those minutes x team members (5 mins x 6 members = 30 ideas)

3. That number is your "target number"

4. Set a timer for the minutes

5. Each person writes a stickie with an idea, then says it out loud, and it's number (16!)

6. Keep going in turns until the target number

7. If anyone is negative about an idea, anyone in the group can throw a paper ball in their direction.

References

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