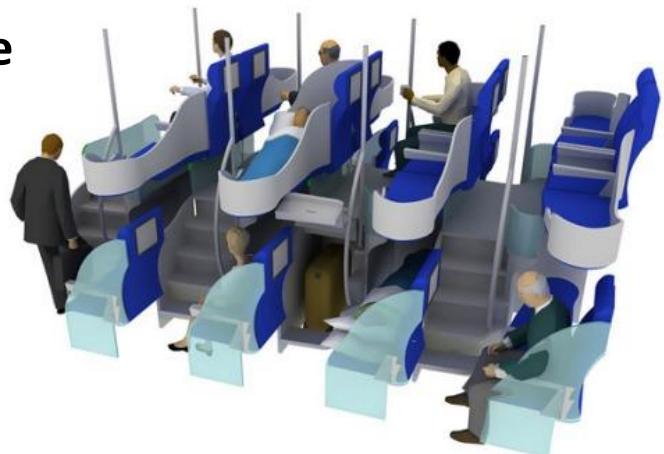


# Ideen finden...

- Web/Patent-Recherche
- Learning from other industries
- Scouting
- Kunden-Empathie  
(Persona-Methode)
- Design Thinking



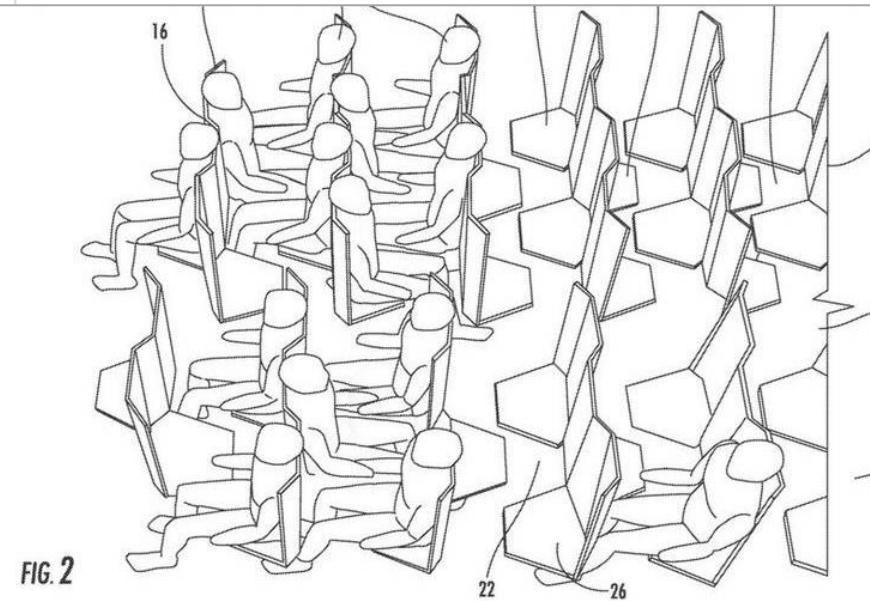
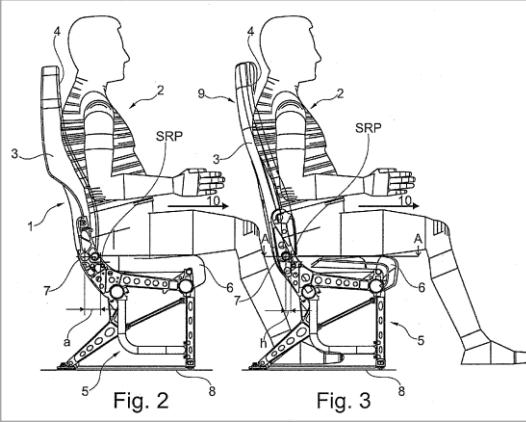
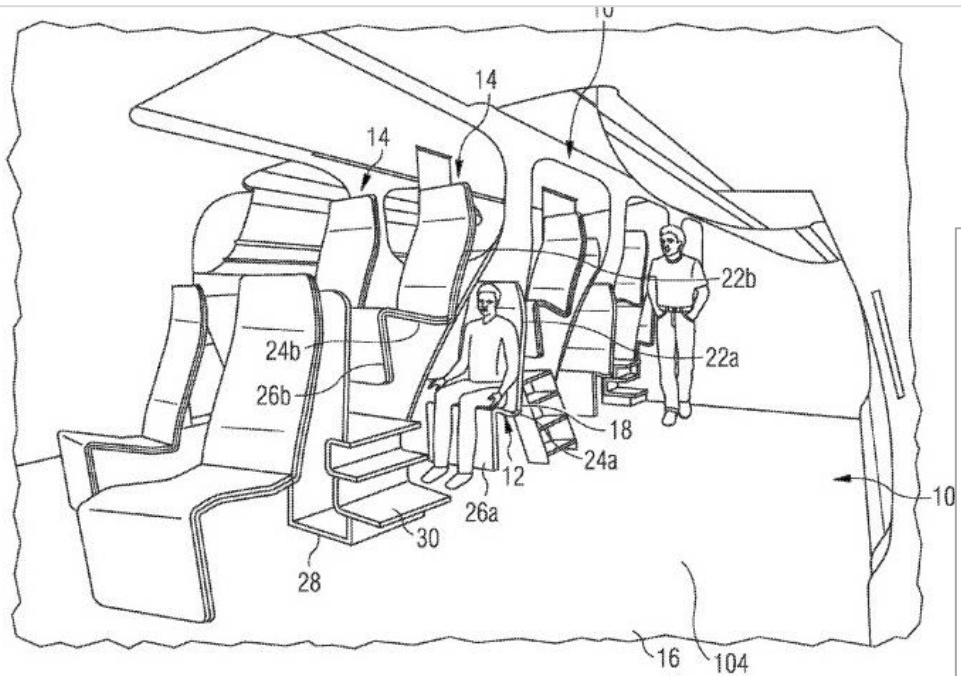
# Web-Recherche



Modular structures for economy class in A350



# Patent-Recherche



# Learning from other industries

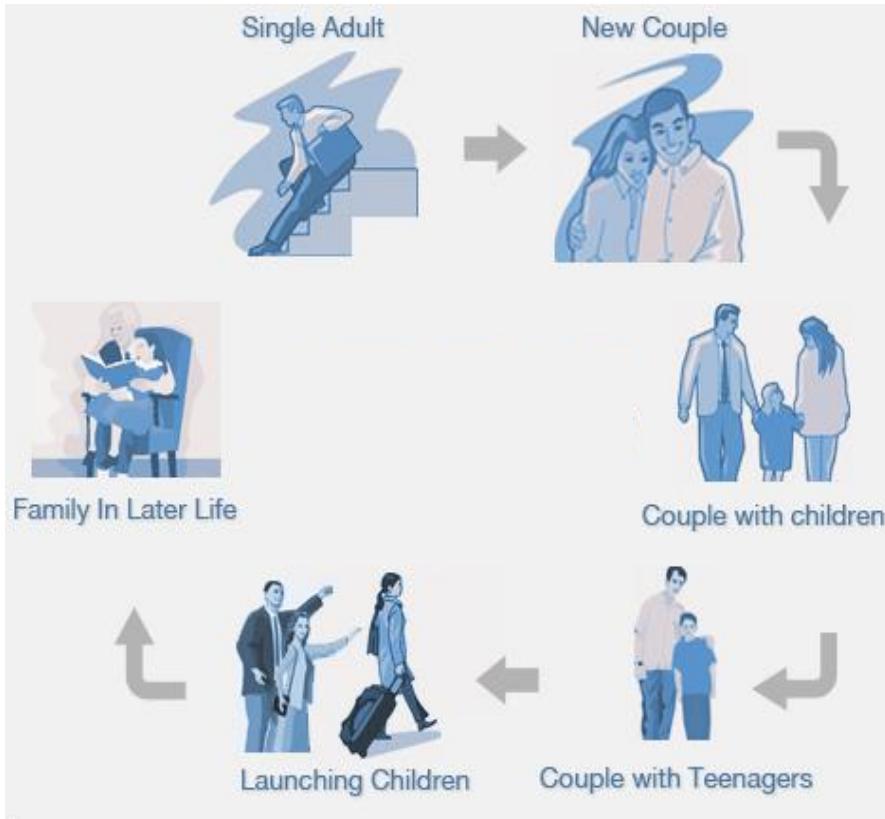
00.79



**Scouting: Zum Kunden gehen und genau hingucken...**



# Familien-Lebens-Zyklus und demografische Eigenschaften



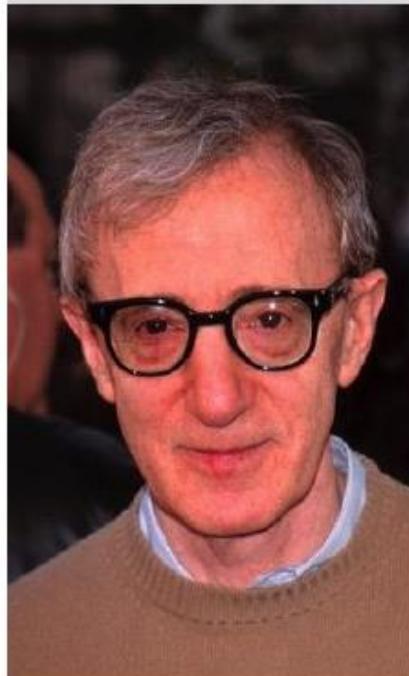
- Alter
- Geschlecht
- körperlicher Zustand
- Nationalität
- Ausbildungsgrad
- Beruf
- Einkommen
- sozialer Stand

## Why demographics are not enough...

Gender



Person A



Male

Age



60+

Nationality



USA

Profession



Actor

Income



Considerable

Person B



Male

60+

USA

Actor

Considerable

## Why demographics are not enough...

Gender



Person A



Male

Age



60+

Nationality



UK

Title



Nobility

Hobbies



Dogs &amp; events

Person B



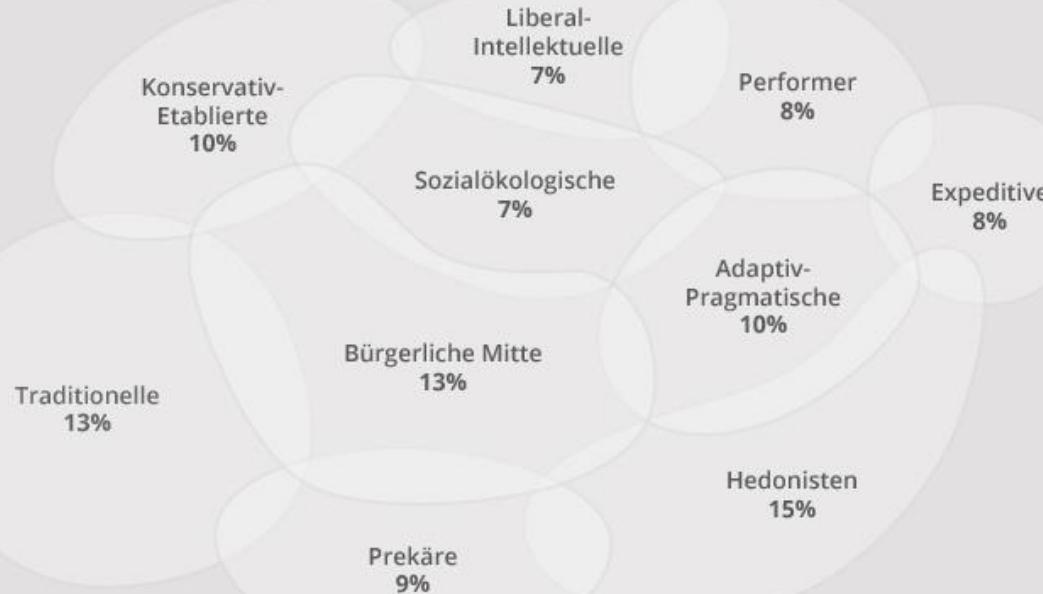
Male

60+

UK

Nobility

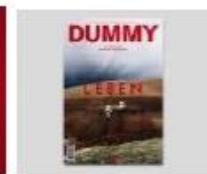
Dogs &amp; events





SIGMA Milieus in Germany  
Traditionelles Arbeitermilieu (Traditional Blue Collar Segment)

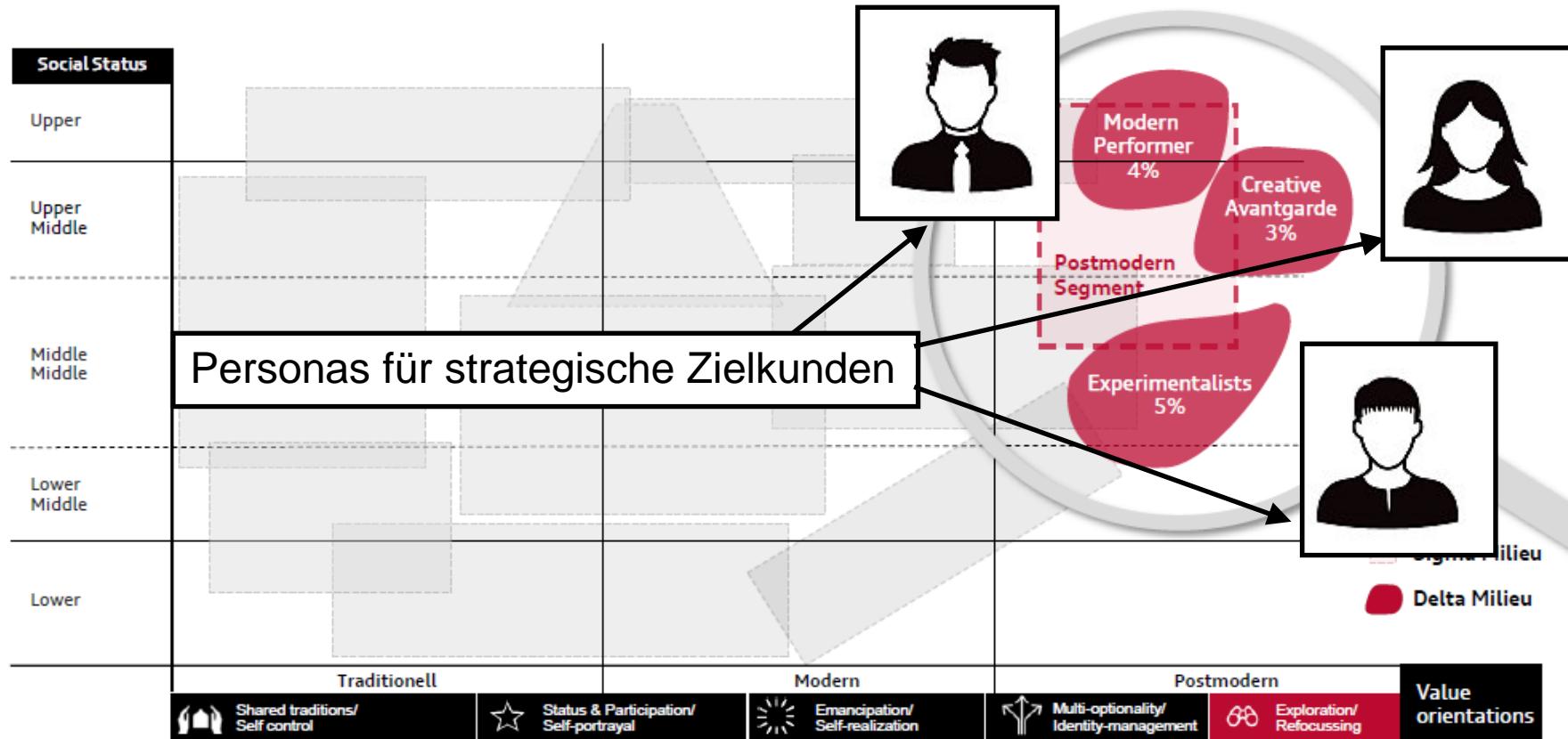
## Experimentalists (Expeditives)



Young urban Boheme – postmodern identity former – hunter  
and discoverer of new worlds and identities

Quelle: Fritz Classen

But today there are different types of postmodern people, furthermore new characteristics like exploration have evolved in the postmodern sphere



# Inhalt Persona

- Milieu
- Name, Alter, Geschlecht, Familienstand
- Wohnort
- Beruf
- Einkommen
- Internet-Nutzungsverhalten
- Mobilitäts-Verhalten (own, access, multimodal, ...)
- Konsum-Verhalten
- Hobbies
- Lieblingsprodukte
- Lebensmotto
- Typischer Spaß und Frust im Alltag
- Nächste Anschaffung, nächster Urlaub



# A Day in the Life



A walk through the day of a typical American woman reveals an array of public investments that help us build capabilities, decrease risks, and increase resilience. The legacy of such investments is all around us—so much so that we tend to take them for granted.

## A Day in the Life



→ Fahrt zur Arbeit: z.B. im eigenen Auto

- Wo geparkt?
- Wie wird navigiert?
- Welche Connectivität?
- Welches Gepäck?
- Welche Strecke?
- Wer fährt mit?
- Welche Funktionen werden benutzt?
- Wie wird geparkt?
- ...

Pain points / Joy of Use:

- ...
- ...
- ...



Kundenorientierte  
Eigenschaften

Technische  
Anforderungen



User Experience Design

# Design-Thinking



Design Thinking ist eine iterative Methode für nutzerorientiertes Erfinden.

# Design Thinking braucht...

- Multidisziplinäre Teams
- Variable Räume
- Diszipliniertes Brainstorming:
  - Arbeitet visuell (be visual)
  - Nur einer spricht (one conversation at a time)
  - Fördere verrückte Ideen (encourage wild ideas)
  - Stelle Kritik zurück (defer judgement)
  - Quantität ist wichtig (go for quantity)
  - Bleib beim Thema (stay on topic)
  - Baue auf den Ideen anderer auf (build on the ideas of others)



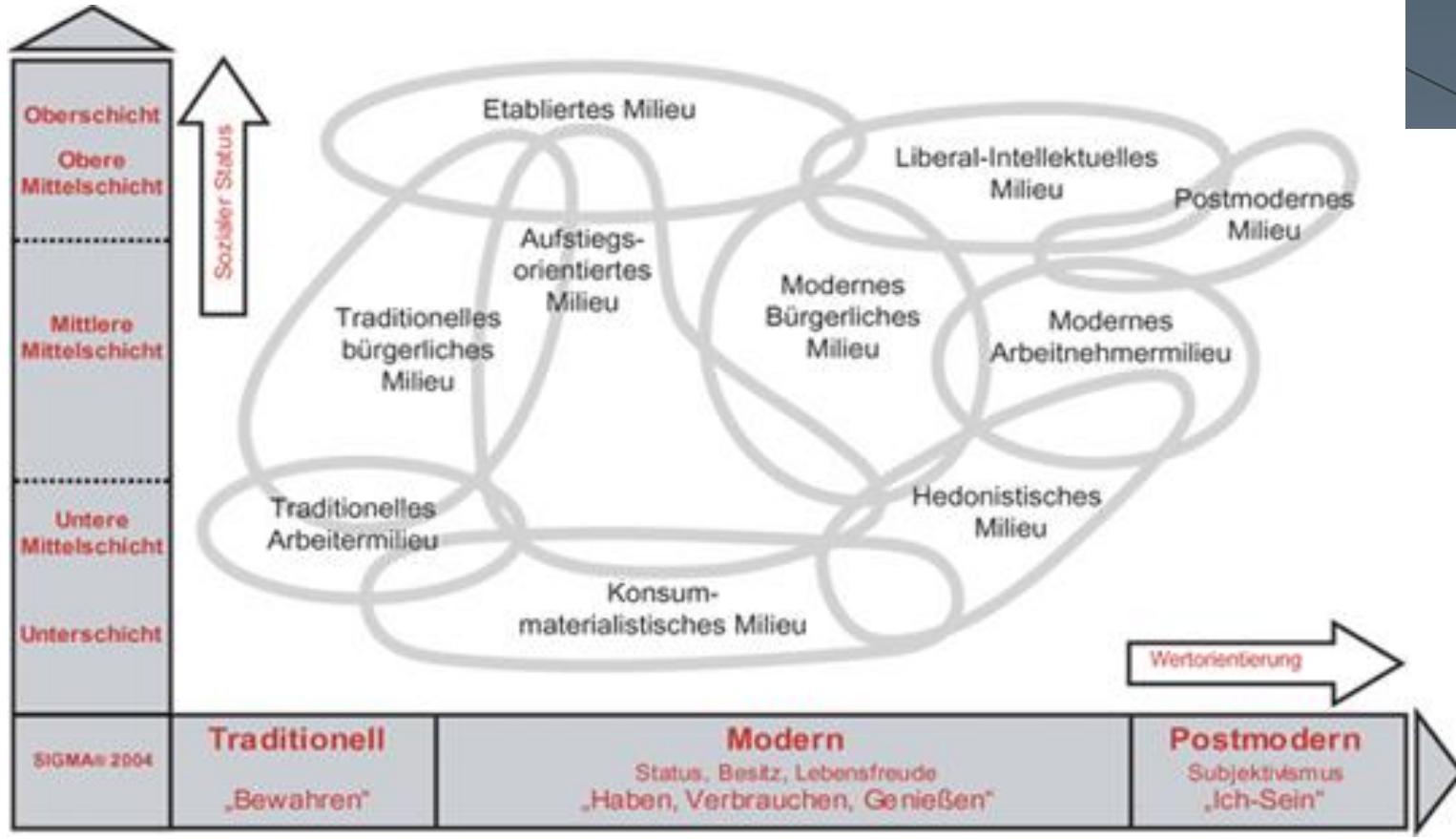
→ **FAIL FAST!** (fail early, fail often, fail cheap!)

# Back up

# Kunde

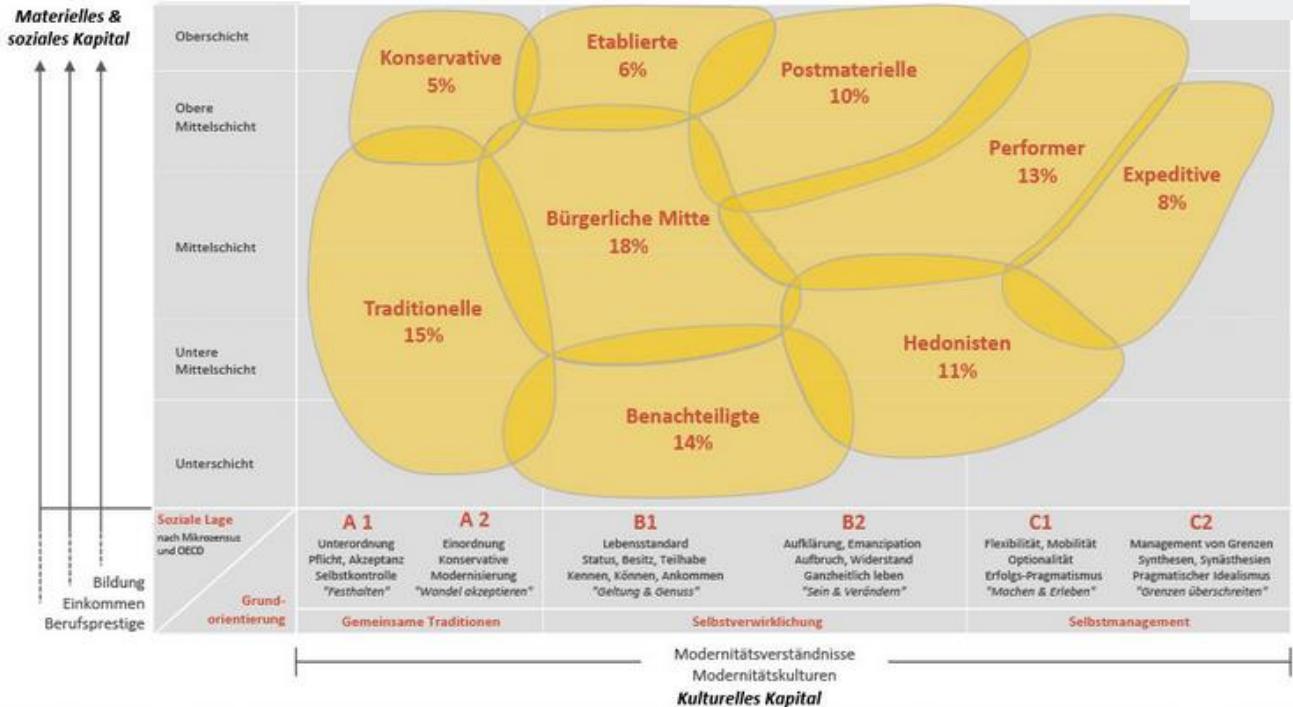


Sozialer Status



Werte

# Sozialer Status





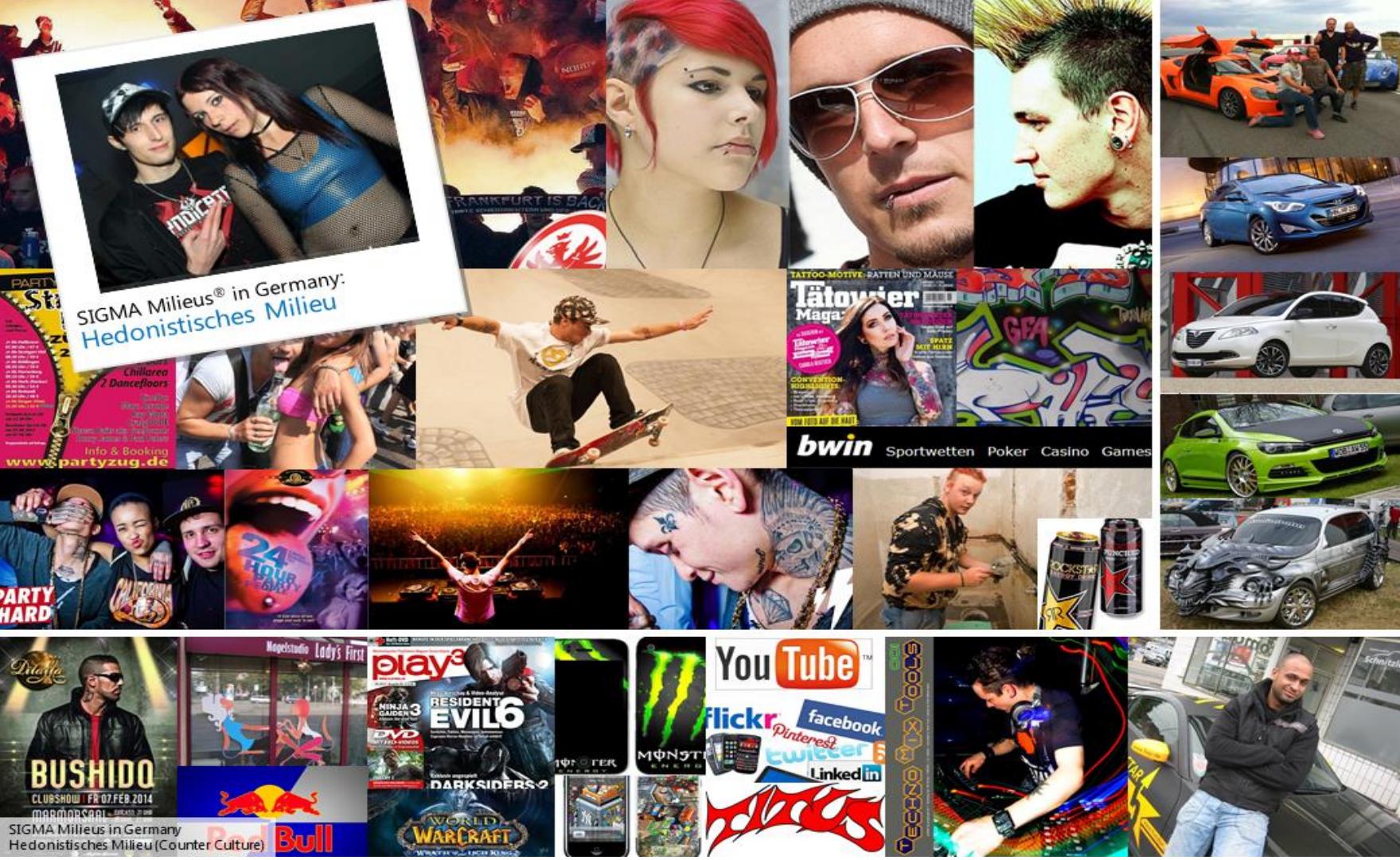






SIGMA Milieus in Germany  
Modernes bürgerliches Milieu (Conventional Modern Mainstream)









documenta 14



SIGMA Milieus in Germany  
Liberal-intellektuelles Milieu (Upper Liberal Segment)



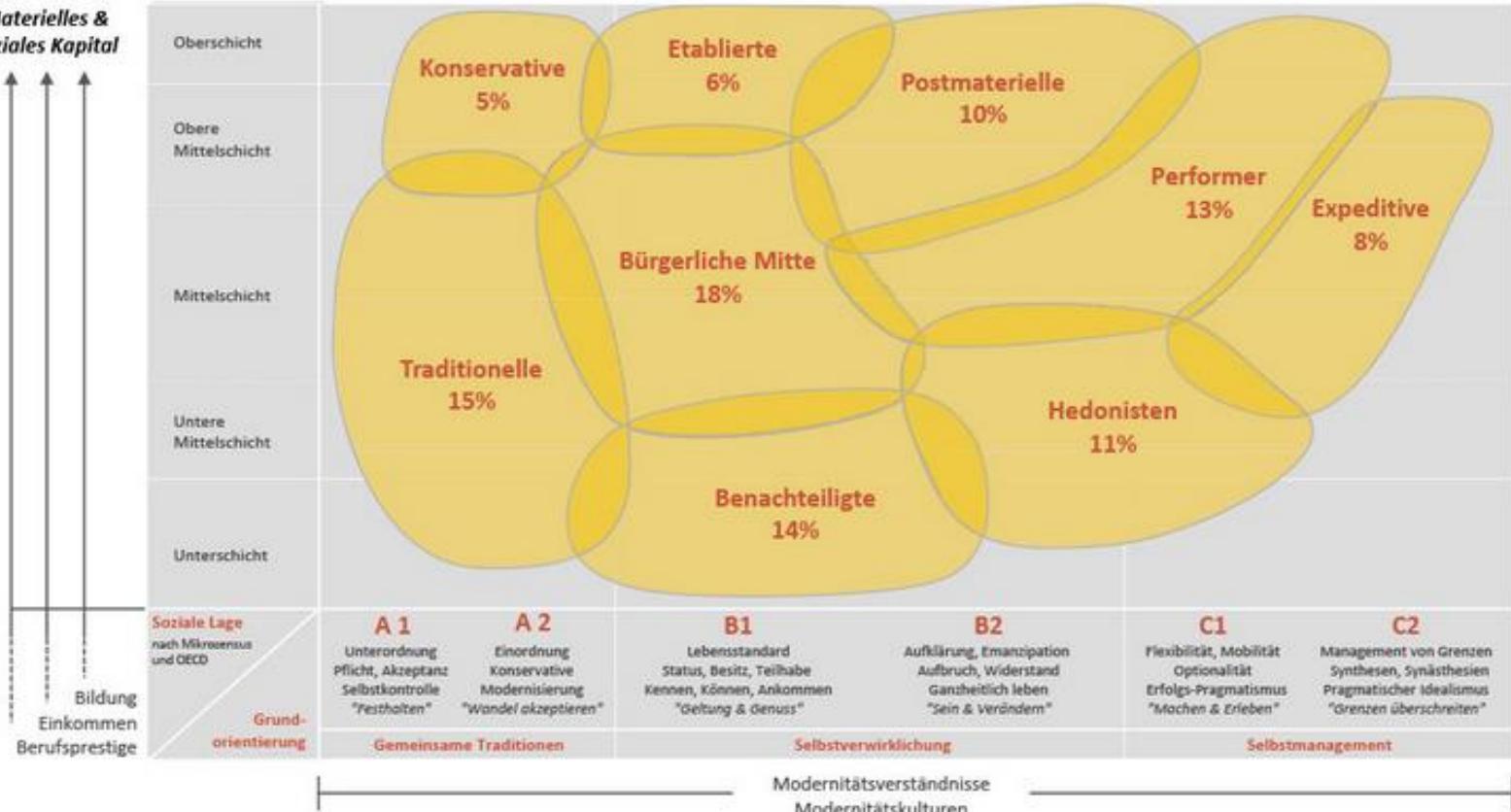
# DELTA-Milieus® in Deutschland

## Ein Gesellschaftsmodell



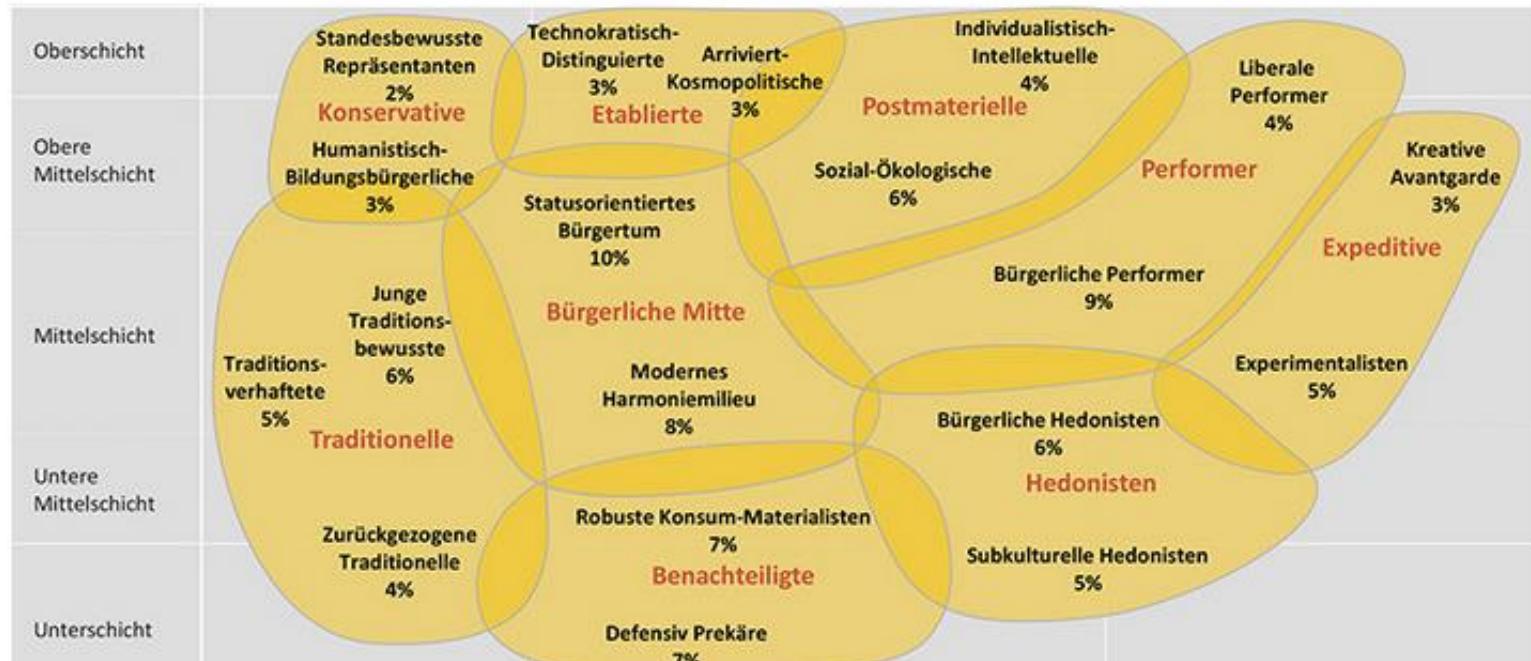
**DELTA-Institut**  
für Sozial- und Ökologieforschung GmbH

### Materielles & soziales Kapital

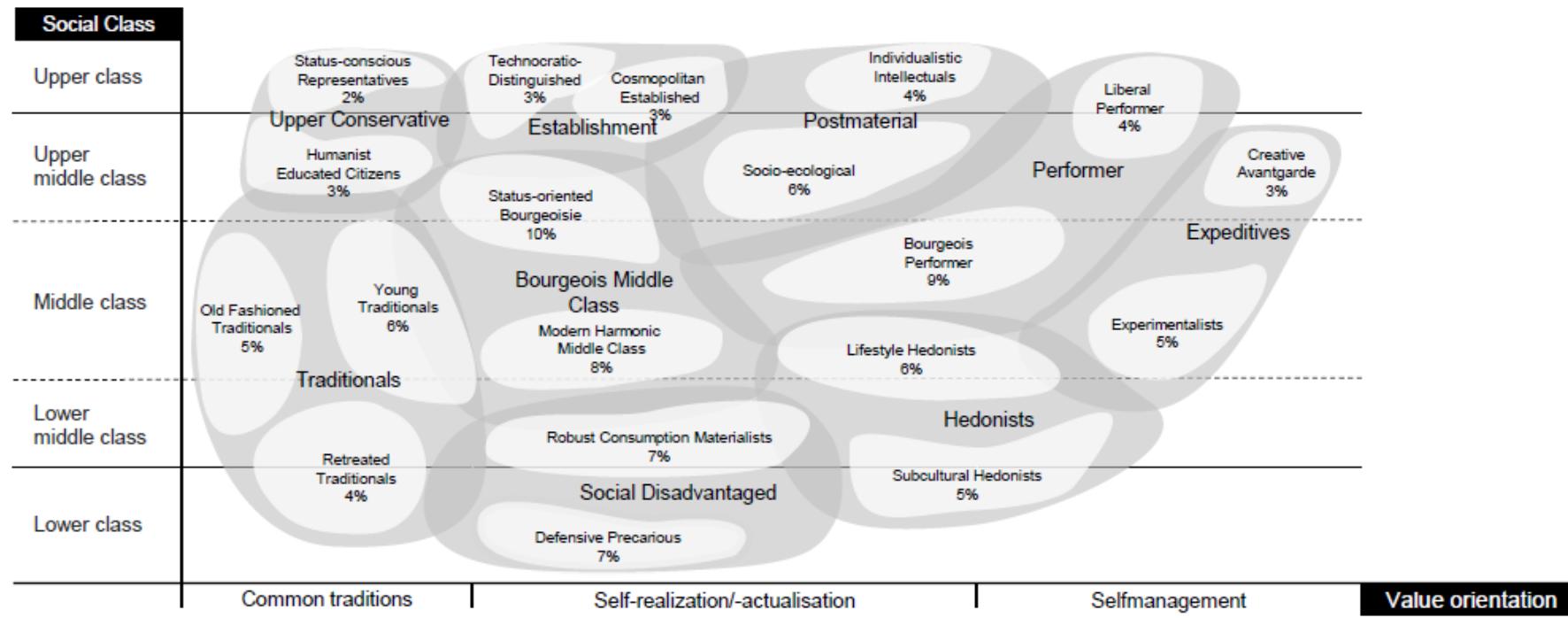


# DELTA-Milieus® in Deutschland

## Basismilieus und Submilieus



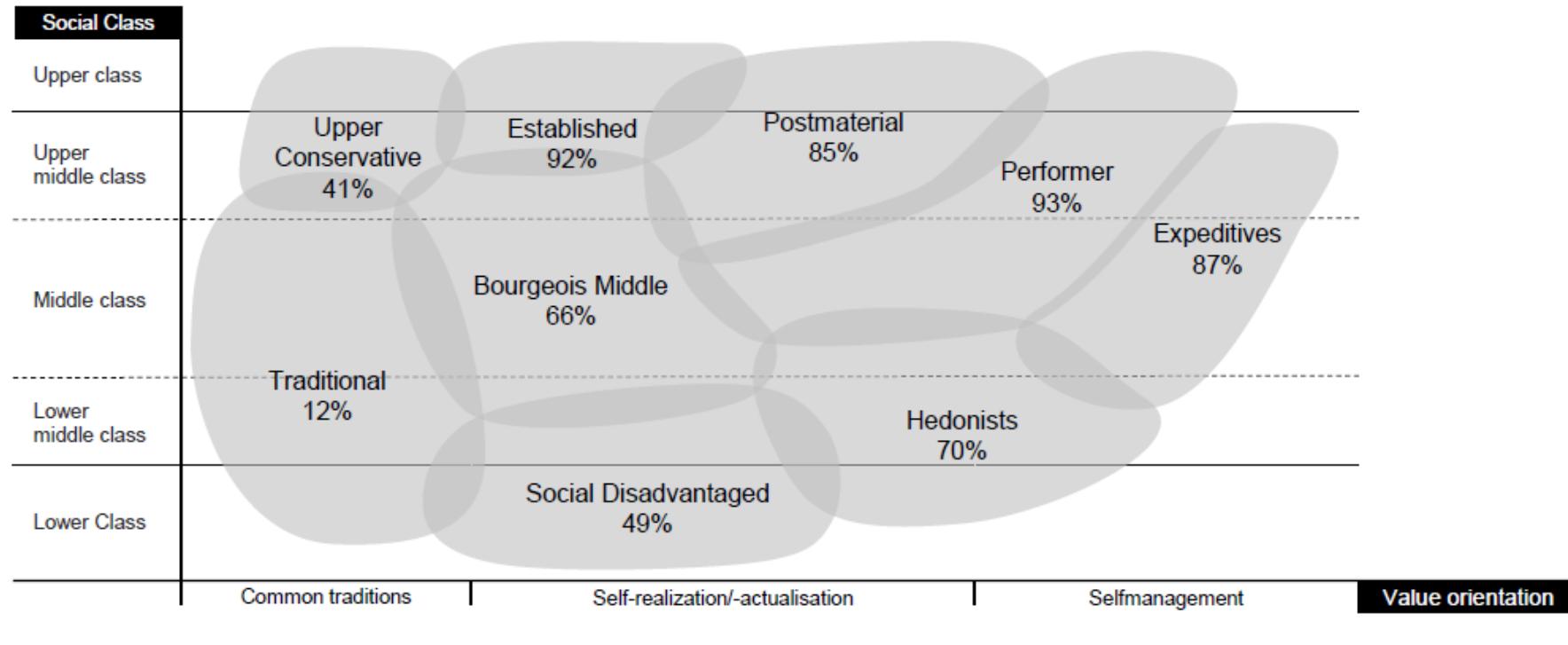
# The new, highly differentiated Delta milieu model, based on Sinus



Source: Delta Institut, D 2011

Quelle: Fritz Classen

# Use of internet



Source: Fritz Clasen design based on Delta Milieus, Prof. Dr. Carsten Wippermann

## Defensive Precarious (Social Disadvantaged)



Source: Fritz Classen design based on Delta Milieus, Prof. Dr. Carsten Wippermann

Quelle: Fritz Classen

## Robust Consumption Materialists (Social Disadvantaged)



Heavy materialistic oriented lower class. Want to keep up with the consumer standards of the mainstream.

Quelle: Fritz Classen

## Modern Harmonic Middle Class (Bourgeois Middle Class)



Modern lower-middle-class of qualified craftsmen, clerks, self-employed persons

Quelle: Fritz Classen

## Status-oriented Bourgeoisie (Bourgeois Middle Class)



The established status-oriented bourgeoisie is equipped with goods, knowledge and professional prestige, middle class

Quelle: Fritz Classen

## Lifestyle Hedonists (Hedonists)



Search for exciting lifestyle and glamour. Middle class milieu who longs for experiences. | friends, ...

Quelle: Fritz Classen

## Subcultural Hedonists (Hedonists)



Stylish confidence, ideological counter-culture to the bourgeois meritocracy

Quelle: Fritz Classen

## Status-conscious Representatives (Conservative)



Leadership elite, opinion leader and representatives with higher economical and/or political position

Quelle: Fritz Classen

## Humanist Educated Citizens (Conservative)



Cultural historical and socio-political educated intellectual elite  
with conservative zeitgeist

Quelle: **Fritz Classen**

## Technocratic Distinguished (Establishment)



Economical and political leaderships with meritocratic attitude

Quelle: Fritz Classen

## Cosmopolitan Established (Establishment)



Determined, success-oriented, global-networked and prosperoused elite, employed in companies, politic, culture...

Quelle: Fritz Classen

## Socio-ecological (Postmaterial)

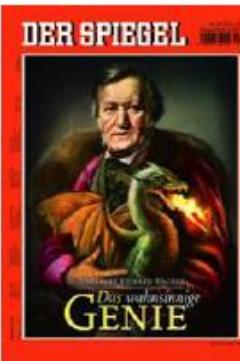
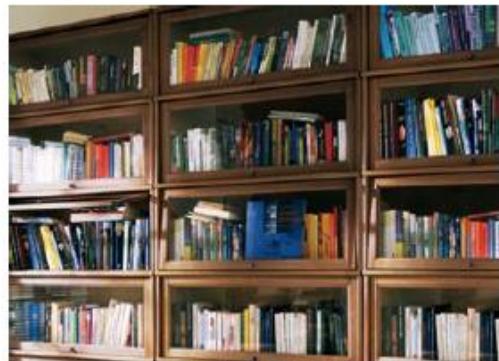


Source: Fritz Classen design based on Delta Milieus, Prof. Dr. Carsten Wippermann

Struggling for conscious and social-ecological life.  
Authenticity and autonomy is the central value.

Quelle: **Fritz Classen**

## Individualistic-Intellectual (Postmaterial)



Enlightened educational elite with individual attitude,  
post-materialist roots and cosmopolitan prospects

Quelle: **Fritz Classen**

## Bourgeois Performer (Performer)



Well educated, open-minded, purposeful and flexible new middle class with pragmatism

Quelle: Fritz Classen

## Liberal Performer (Performer)



**WORK  
HARD  
PLAY  
HARD**



**brand eins**  
Wochenmagazin

Entscheiden, was wichtig ist  
Schwarzschild Reklame

Economic-cultural, liberal, multioptional, efficiency-oriented performance elite with global orientation and optimism for progress

Quelle: **Fritz Classen**

## Critical Avantgarde (Expeditives)

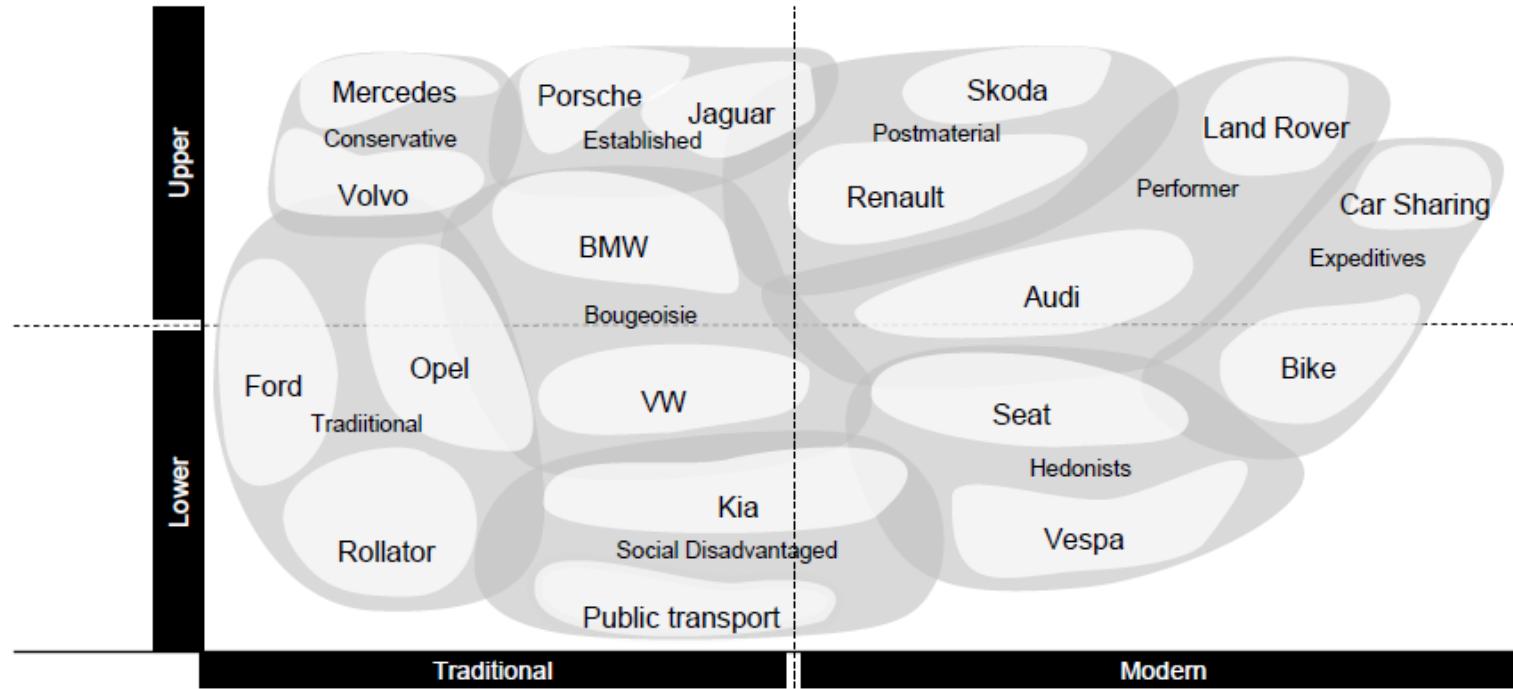


Highly educated, mobile, unconventional Avantgarde, searching for changes and new limits

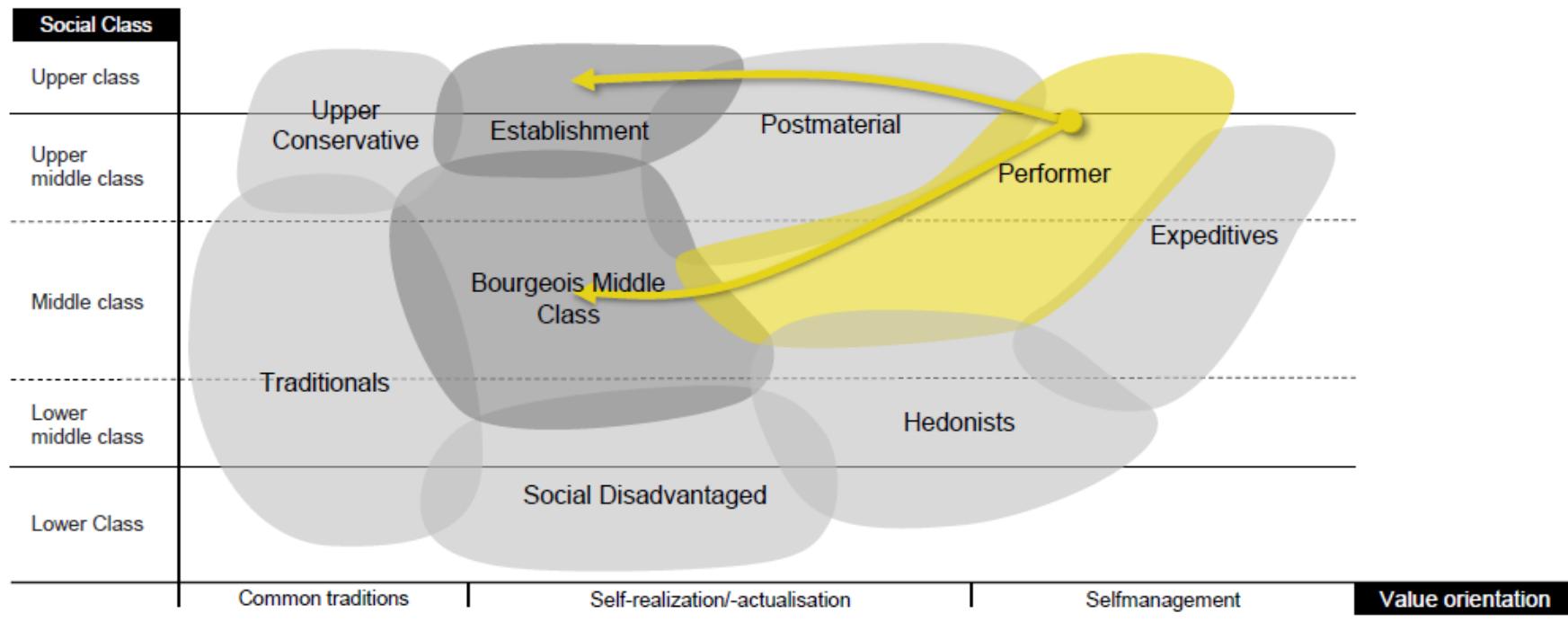
Quelle: Fritz Classen

Source: Fritz Classen design based on Delta Milieus, Prof. Dr. Carsten Wippermann

## Mobility in the new milieu model

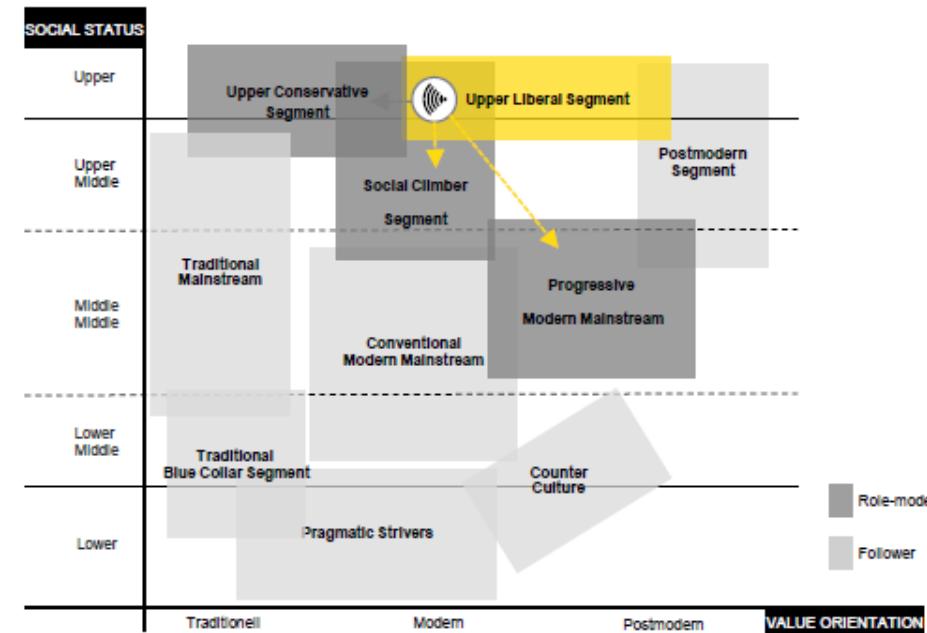
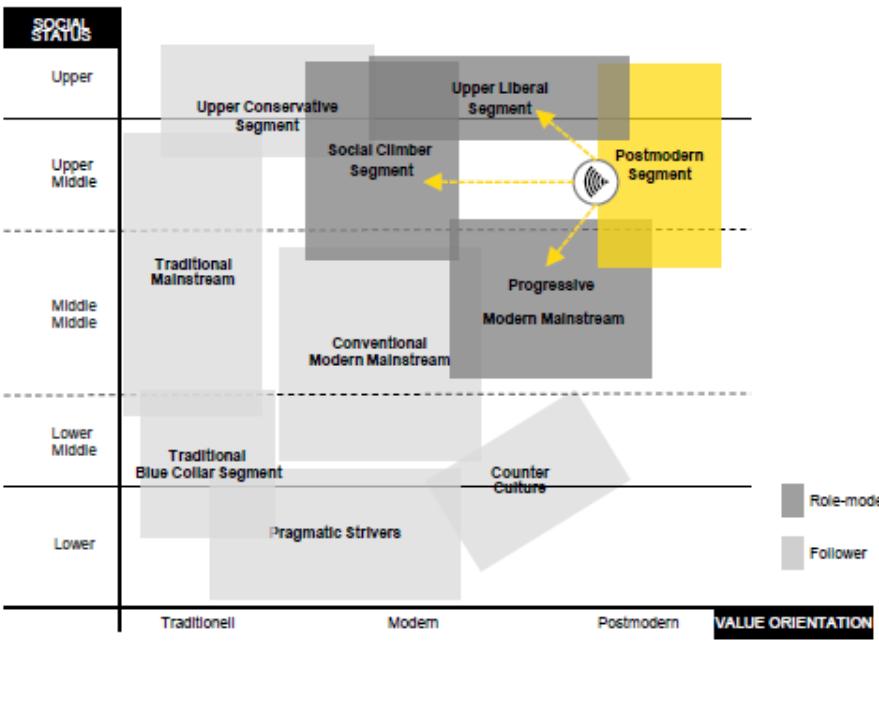


## Leading milieus – function as a role model



Source: Fritz Classen design based on Delta Milieus, Prof. Dr. Carsten Wippermann

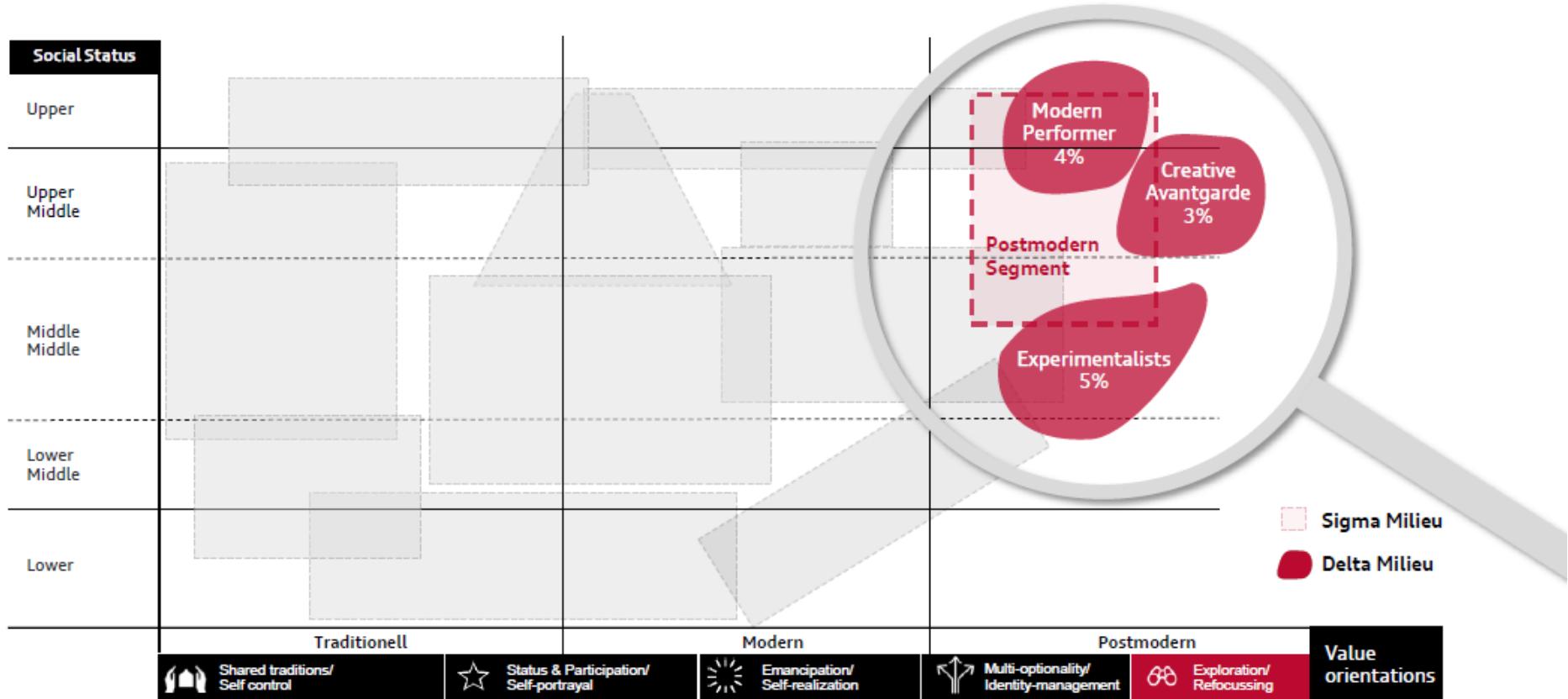
# The strategic target milieus in the upper right corner have a spill-over effect on their neighbour target segments



Quelle: Fritz Classen

## Sigma Milieus® & Delta Milieus®

But today there are different types of postmodern people, furthermore new characteristics like exploration have evolved in the postmodern sphere



# Personas

## Definition Personas

Personas (*lat. Maske*) sind Nutzermodelle, die Personen einer Zielgruppe in ihren Merkmalen charakterisieren. Sie können z. B. einem Entwicklerteam aufgrund ihrer umfangreichen Beschreibung helfen, sich in die Lage der potenziellen Nutzer zu versetzen und diese Perspektive während des gesamten Designprozesses leicht zu vertreten. Sie werden mit einem Namen, einem Gesicht, einer Funktion, einem Werdegang und einem Privatleben versehen. Personas verfügen über Ziele und Verhaltensweisen, haben Vorlieben und Erwartungen.

Um sie entwickeln zu können, bedarf es vorerst anderer quantitativer und qualitativer Methoden, um geeignete Nutzerdaten erheben zu können, wie beispielsweise Online-Befragungen oder Interviews. Liegen diese Daten vor, lassen sich durch Segmentierung- und Clusteranalyseverfahren sog. Kern- und Randpersonas, die Hauptnutzergruppen und deren Untergruppen repräsentieren, ermitteln.

Quelle: Onlinemarketing-Praxis.de

# Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29

OCCUPATION Regional Director

STATUS Single

LOCATION Portsmouth, NH

TIER Frequent Traveler

ARCHETYPE The Planner

Organized

Practical

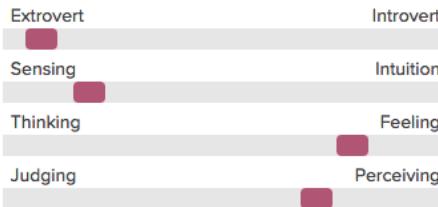
Protective

Hardworking

## Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

## Personality



## Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

## Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

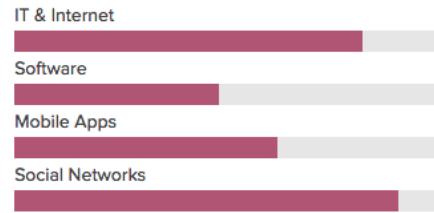
## Motivations



## Brands



## Technology



Quelle: xtensio.com

# Matt Stubbs

## The networker



**"It's simple. I'm looking for sales opportunities..."**

Matt works in the redeveloped centre of Manchester for, fast growing company, CRC Eco Systems Ltd. The company has 25 employees. It specialises in manufacturing CRC monitoring software plus consultancy and support.

Matt is married with two children, Martha age 3 and Sam, age 1. They also have their faithful family pet, Baskerville, a labrador dog. They live in a quiet suburb of Manchester in a four bedroomed house. His wife is based at home looking after the family and working part-time as a freelance journalist.

Matt has been with CRC Eco Systems since it started six years ago. He has a background in computer and software sales. He joined to help build the company from scratch and he has a minor stake in the company. CRC Eco Systems' growth has worked well for Matt and his sales bonuses have given him a good income.

Matt spends his time between the office managing his team of sales staff and out at trade events, maintaining and building contacts. He works long hours and frequently uses his mobile phone to manage emails when he is out of the office.

Matt visits the site about once a month. It is usually triggered by an email, although once on the site he will look through some of the discussions, articles and blogs. Occasionally he will post a comment, usually to suggest one of his company's products as a solution.

**Matt Stubbs, aged 42, Commercial Director, Ecotus Ltd**

### User profile

Sustainability knowledge

Computer expertise

Professional experience

### 2degrees profile

Consume Information

Engage / Contribute

### Representation of user base

20%

### User browsing choices

Greenbiz

guardian.co.uk/sustainable-business

EDIE

bbc.co.uk

## Me and 2degrees

### Primary use

Sales opportunities

Developing useful contacts

### Influencers

Good community of the right people

Marketplace is being trialed

### Frustrations and painpoints

Too much stuff to find content I need

Emails too crowded

Groups are a bit of an obstacle

## Me and my job

### Goals

Generate sales

Increase the brand awareness

Run the sales department

### Challenges

Competition in the marketplace

Fighting for a bigger share of contracting budgets

Quelle: daveyates.com