



**BET 350 – W4
Customer Profiles**

Jan 9	Intro, team building, Mini Design Sprint
Jan 16	Research Methods
Jan 23	Behavior, Interviews & Surveys
Today	Customer Profiles
Feb 6	Customer Journey Maps – part 1
Feb 13	Customer Journey Maps – part 2
Feb 27	Visual Design Principles
Mar 6	Sprint 1: Understand
Mar 13	Sprint 2+3: Sketch & Decide
Mar 20	Sprint 4: Prototype
Mar 27	Sprint 5: Validate
Apr 3	Presentations

Today

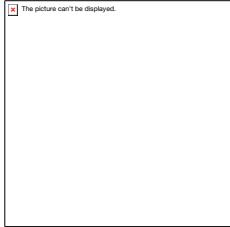
1 Personas

2 Customer Profiles

3 Survey/interview Q's feedback

Questions for TD Labs

Every Thursday by 5PM on Slack



Reflection Paper (30%)

For this paper, I would like you to get into the **mindset of a customer** and look at the pieces that make up a specific service:

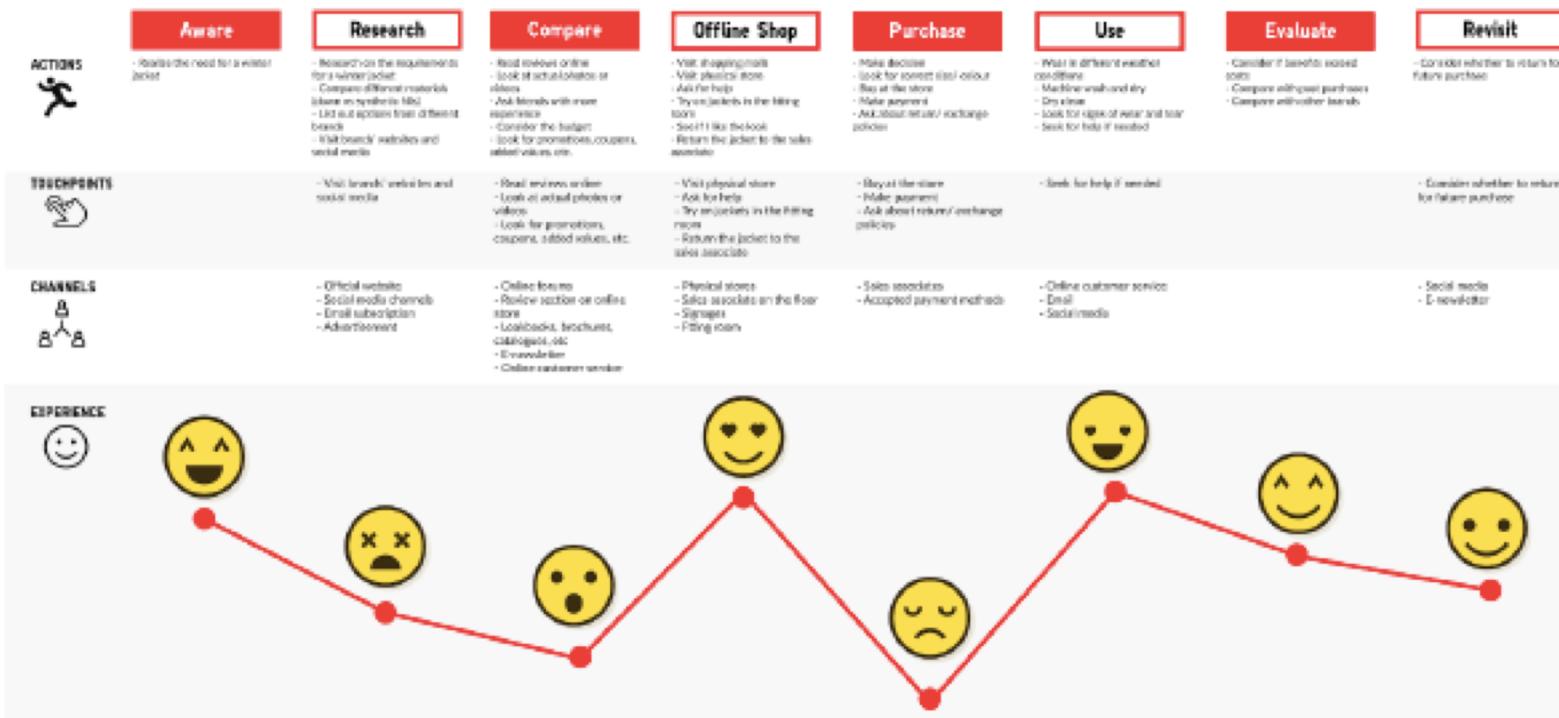
People | Interactions | Channels | Touch Points

Take a look at how things fit together and where they break apart. Analyze each step and make suggestions for improvements. It's recommended that you pick a service that is broken.



Due: March 13, 12noon

CUSTOMER JOURNEY MAP



Visit goo.gl/oK37Lt to access the customer journey map in full size.

WHY UNIQLO IS WINNING?

I. STAYING TRUE TO CORE PRINCIPLES

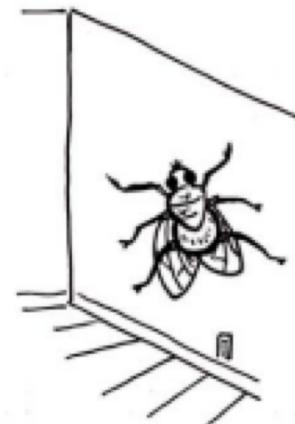
Uniqlo's vision is simple, to be the number 1 clothes retailer in the world by providing the best customer service experience. Its mission is to encourage the world to dress casually by providing accessible prices, superior quality and versatile clothing. At the core, its philosophy banks on the concept LifeWear, which encompasses simplicity, quality and longevity. As a customer, it's clear to see that Uniqlo hasn't deviated from its vision. Instead of conducting researches to find the latest fashion trends or copying looks off of the runway, Uniqlo's R&D team focuses on creating 'life-enhancing' clothing staples that are accessible to everyone. As the result, Uniqlo is able to differentiate itself from competitors and create its unique selling points.



Tip 1
Incorporate topics
from the lecture or
class discussions

Research methods

Now that I have taken you through the process in-depth, I will discuss the quantitative and qualitative research that I conducted to better analyze this service. For quantitative findings, I conducted secondary research using government sources. As for qualitative studies, I experienced the process first-hand, engaged in a "fly on the wall" experiment, as explained previously, and I facilitated short interviews and usability tests with family and friends over the course of my reading week.



**Tip 2
Add a personal touch**



STARBUCKS®

A CUSTOMER EXPERIENCE REVIEW by Halina Brookson

As brands battle for customer loyalty, the ability to maintain a positive customer experience across all customer touchpoints is becoming vital. Digital technologies are great enablers, but they don't work in isolation. Consistent brand-driven behaviors need to be aligned with a deep understanding the customer - their needs, wants and expectations. Thinking like a customer is sometimes hard to do from inside a corporation, but those that do this best will out-compete their rivals and grow their customer base.

Starbucks is an excellent company to look at as we think about what can influence customer experience. The company has over 28,000 stores in 76 countries, and has opened 700 stores in the last 3 months alone (Fun fact: Canada has 1,460 stores, giving it the highest number of Starbucks locations per capita in the world!).

This means that Starbucks isn't just doing something right,

customers through competitive pricing. I'm not a coffee drinker myself, but I've always felt connected to Starbucks. Analyzing the Starbucks customer experience is a great opportunity for me to understand why that's the case.

There are many ways to slice and dice the elements of customer experience. For this review, I'll be using six of the experience categories that have been developed for IBM's Customer Experience Index (CEI):

Store	Digital	Mobile
Personalization	Integration	Social Media

A huge driver of the Starbucks customer experience is what is found outside of the cup. To begin to see how the company manages this experience, we can look to their unique and inspiring mission statement and core principles that add the



Tip 3
Make your layout look sharp

SUMMARIZING THE CUSTOMER EXPERIENCE

Not everyone is a Starbucks fan. People I spoke with who "don't like" Starbucks consistently said they "don't like the coffee". Considering that Starbucks offers so many blends, hundreds of variations and so many ways to personalize them, it's more likely something else. They may feel it's pretentious ("Iced, Half Caff, Ristretto, Venti, 4-Pump, Sugar Free, Cinnamon, Dolce Soy Skinny Latte," really??) and the prices are high. Either way, the experience isn't appealing to them.

Still, Starbucks gets far more right than wrong, and their focus on customer experience is pretty phenomenal. From a digital integration perspective, they push new ground and tend to lead. And that means when things aren't up to the high standards

they've created, there's a big disappointment factor. You might be more forgiving with your local indie coffee shop than with Starbucks because it's a large corporation.

With Starbucks it comes down to this: coffee is just the theme. What people buy is the experience, and Starbucks does this experience really well. People who connect want more of it, not less. I'd like to see Starbucks use their success to make this experience go further than connecting product and people – by expanding its innovative customer experience model into even more meaningful, experiences around creating positive social change. That would really serve their mission: "**To inspire and nurture the human spirit...**"



**Tip 4
Add a conclusion**

But none of that matters
if you don't have good,
well-written and
thoughtful content



Tip 5
**Content, content,
content. Oh and also,
content!**

Personas

User Personas

Personas are archetypes  built to identify our real users' profile, needs, wants and expectations in order to design the best possible experience for them.

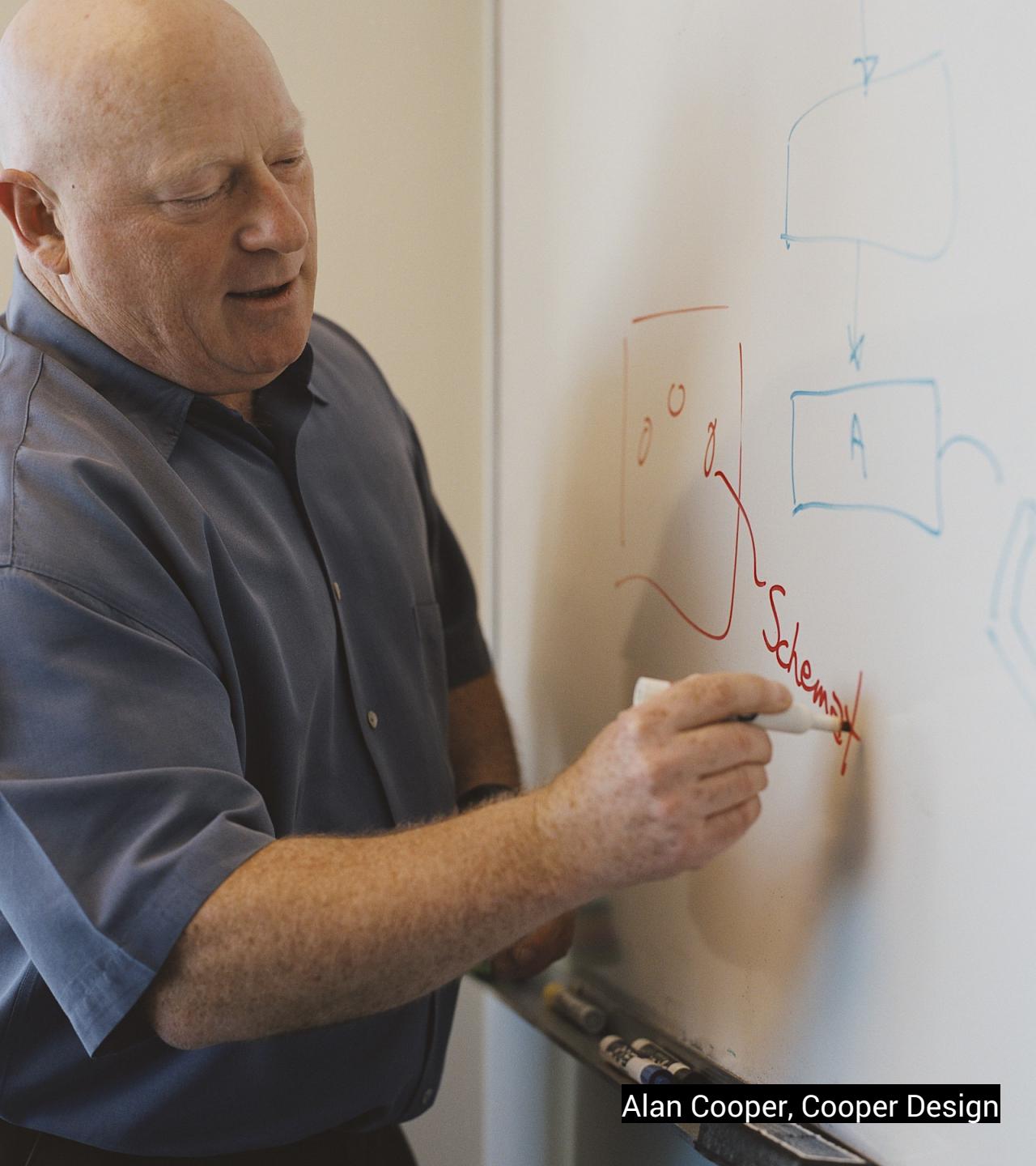
Not Stereotypes!



Personas are representations of the goals and behaviors of an actual group of users.

They are derived from research and have a strong grounding in fact.

**They are derived
from research and
have a strong
grounding in fact.**



Alan Cooper, Cooper Design

Marketing Personas

Focus on demographic info, buying motivations and preferences. Explain the WHO.

Proto Personas

Used when there is no money or time to do proper research. Based on secondary research and an educated guess.

Design Personas

Focus on user goals, current behaviour and pain points. Based on field research and real people. Design Personas tell a story and describe the WHY.



Alan Cooper, Cooper Design

Marketing Personas

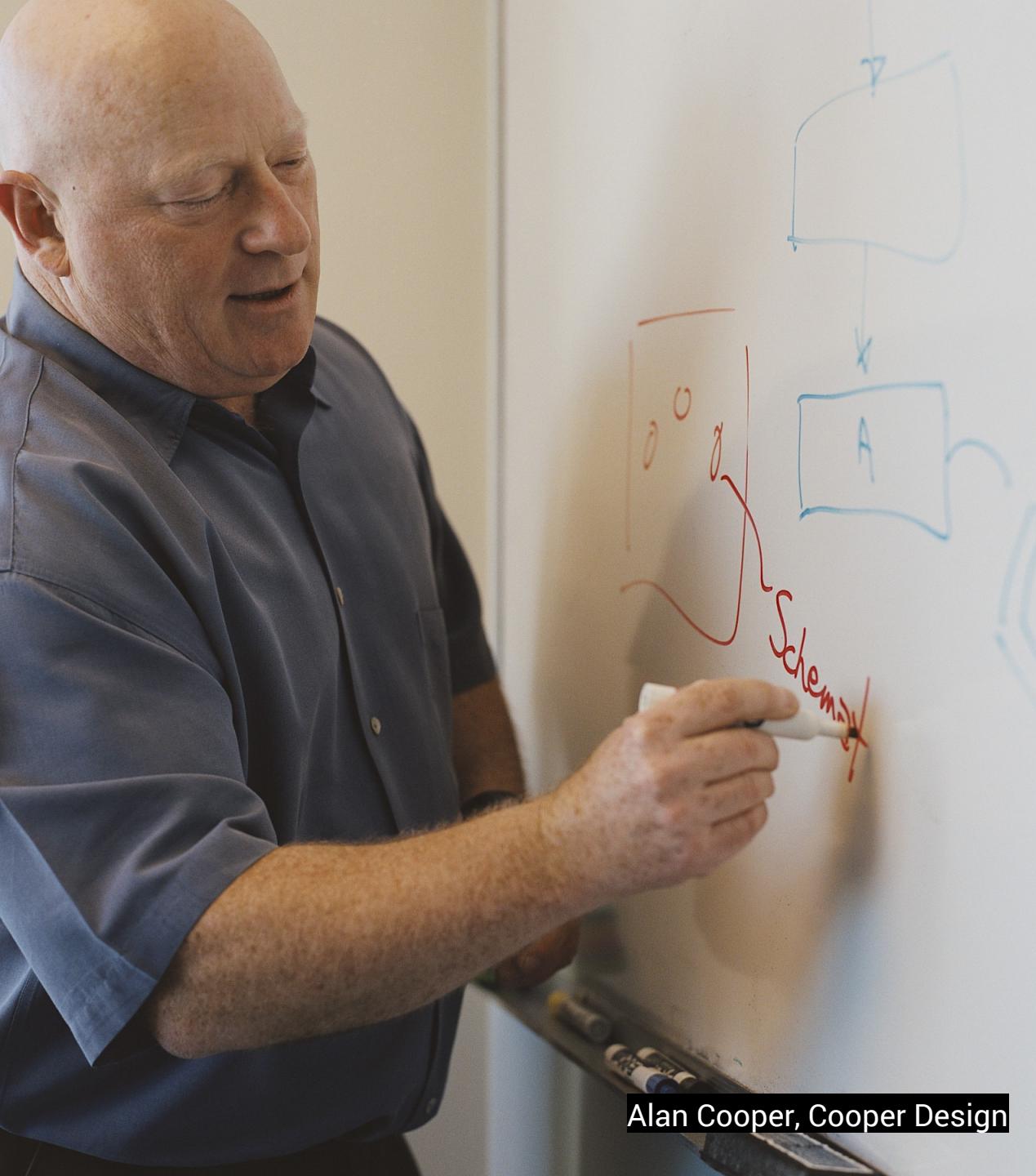
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Alan Cooper, Cooper Design



**Widening your target
doesn't improve
your aim**

**Average research
leads to average
results.**



Prototypes of the OXO Good Grips
Designed by Sam Farber



Prototypes of the OXO Good Grips
Designed by Sam Farber



**Average research leads
to average results.**

So go for the extremes.

If we understand what the extremes are, the middle will take care of itself.



Why engage with extreme users?

When you speak with extreme users,
their needs are often amplified and
their work-arounds more notable.



Looking at our topic of banking...

Which users are extreme? Who in your user group has amplified needs?

Customer Profiles

Customers rarely make buying decisions based on what the 'average' customer in their category might do.

**But they often buy or do things because
they find themselves with a problem
they would like to solve.**

I need something to
tie me over till lunch



The Customer Profile

Describes a specific customer segment in your business model in a more structured and detailed way.
It breaks the customer down into jobs, pains, and gains.

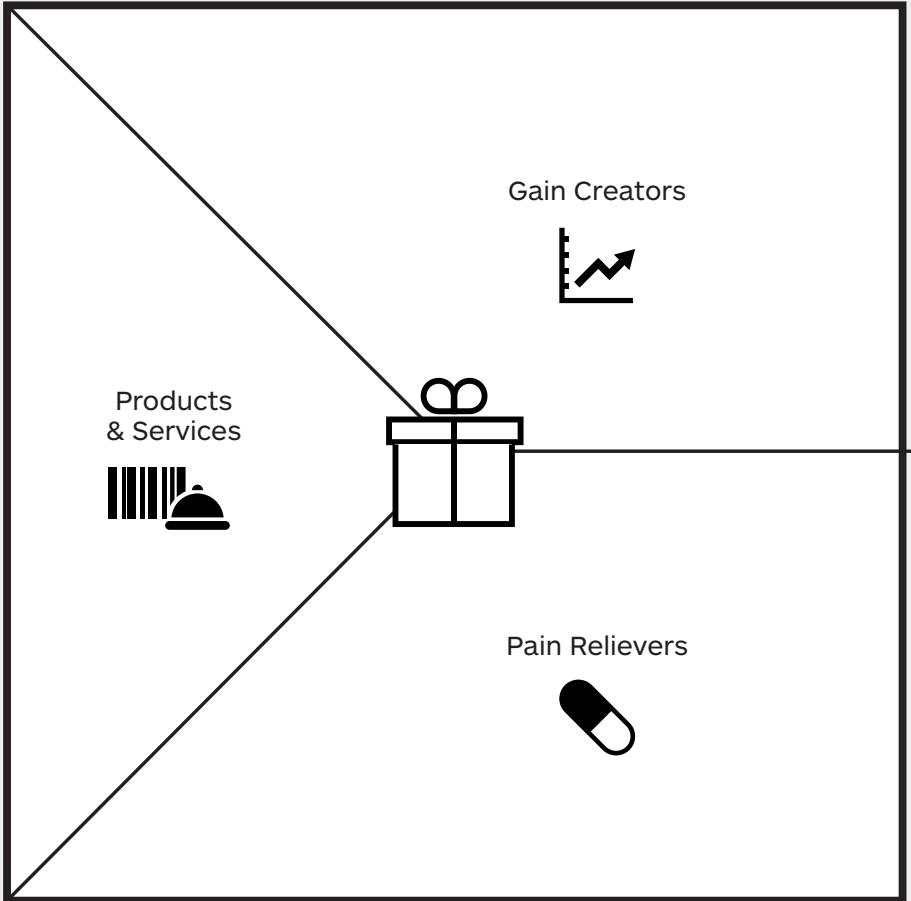
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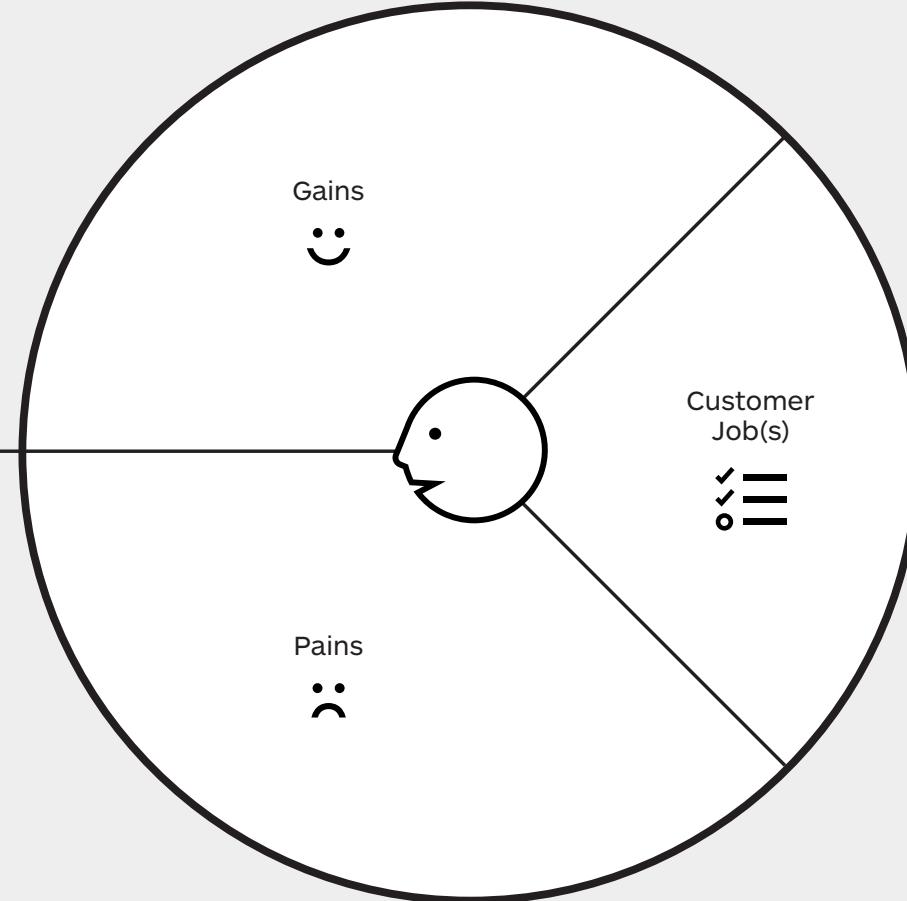
The Value Proposition Canvas

Value Proposition

Customer Segment



Customer Segment



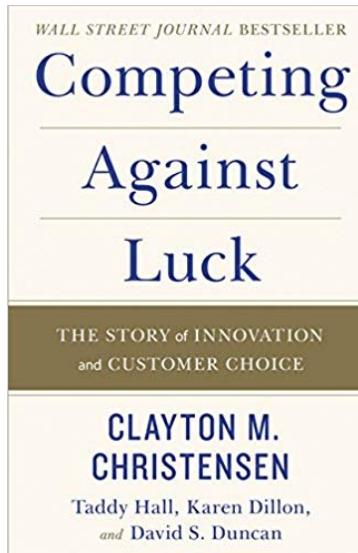
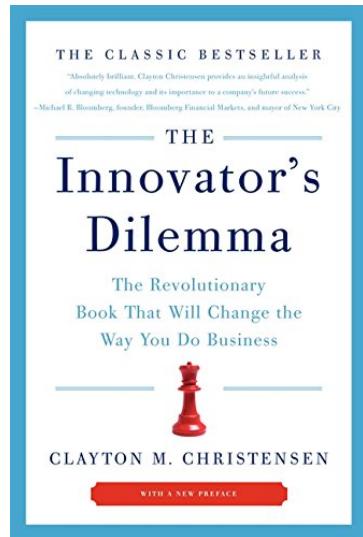
The *jobs-to-be-done* concept

Was developed independently by several business thinkers including

- Anthony Ulwick, Consultant, Strategyn
- Rick Pedi & Bob Moesta, Consultants
- Denise Nitterhouse, DePaul University
- Clayton Christensen

Clayton Christensen

of the 'Innovator's Dilemma' fame





The fact that you're a **24 year old male environment and business students** does not cause you to buy a product, it may be correlated with the decision, but it doesn't cause it.

A photograph of three chocolate milkshakes in tall glasses. Each shake is topped with a swirl of white whipped cream and a single red cherry on a stick. The shakes are arranged with one in the foreground slightly blurred, and two more in the background in sharp focus.

Hiring a Milk Shake

The story of a fast-food restaurant chain that wanted to improve its milkshake sales..

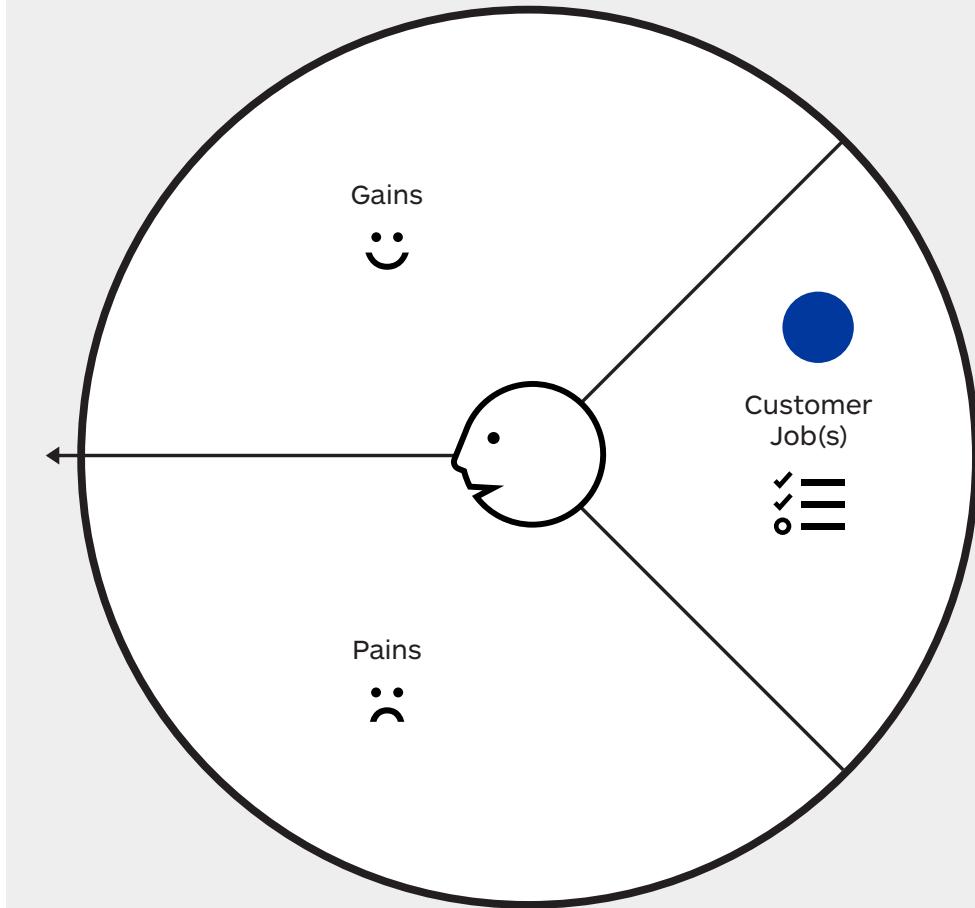
Jobs-to-be-done

Describes the things your users are trying to get done in their work or life. That could be a task, a problem they're trying to solve, or the needs they're trying to satisfy.

→ Customer Jobs Trigger Questions on LEARN

The Value Proposition Canvas

Customer (Segment) Profile:



JOBS TO BE DONE

Distinguish between 3 main jobs...

Functional Jobs

When your users try to perform or complete a specific task or solve a specific problem.

Examples: eat healthy, upgrade software, find the perfect grad program etc.

Social Jobs

When your users want to look good or gain power or status. These jobs describe how users want to be perceived by others.

Examples: look trendy, be perceived as competent as a professional.

Personal/Emotional Jobs

When your users seek a specific emotional state, such as feeling good or secure.

Examples: Seeking peace of mind regarding one's choice of hospital, or achieving the feeling of job security in one's workplace.

Looking at your projects...

What could be the jobs your users want
to get done?

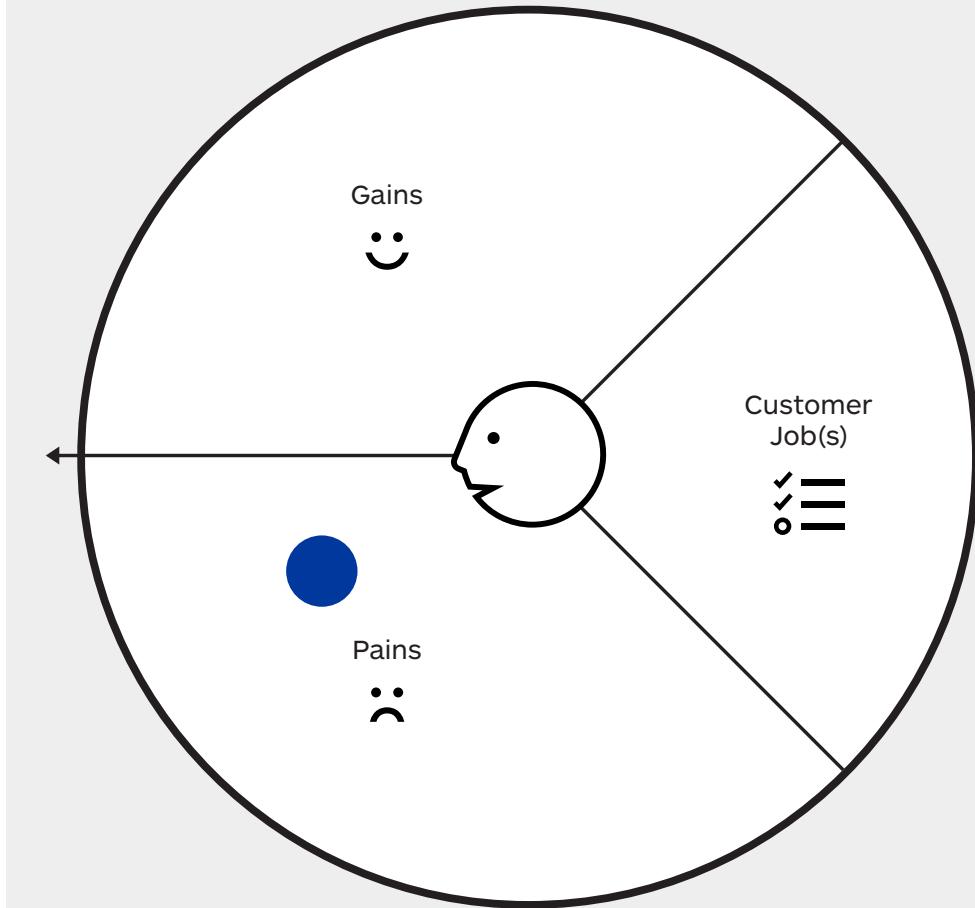
Customer Pains

Pains describe anything that **annoys** your customers before, during, and after trying to get a job done or simply prevents them from getting a job done.

→ Customer Pains Trigger Questions on LEARN

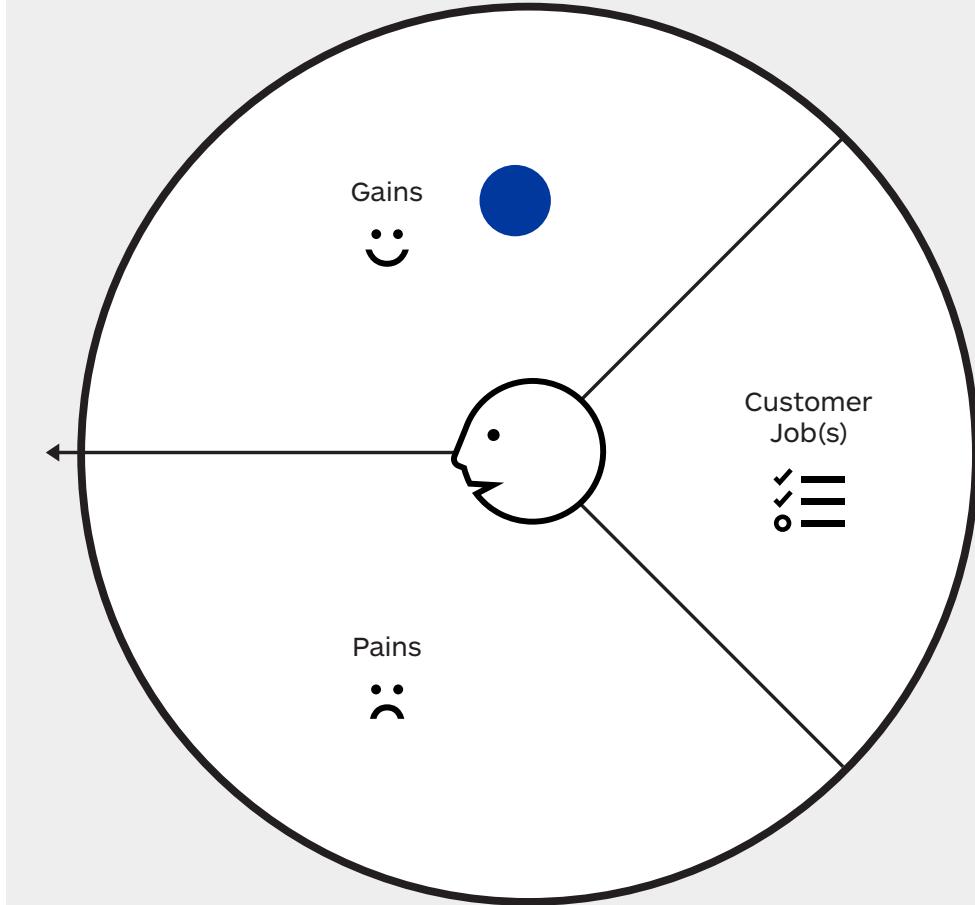
The Value Proposition Canvas

Customer (Segment)
Profile:



The Value Proposition Canvas

Customer (Segment)
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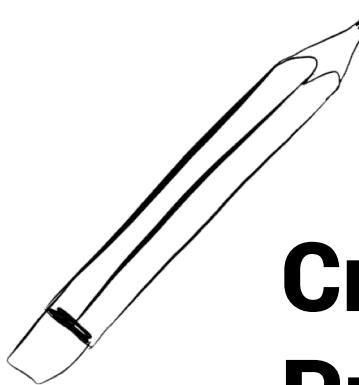


Customer Gains

Gains describe the outcome and benefits your customers want. Some gains are required, expected, or desired, and some would surprise them. Gains include functional utility, social, positive emotions, and cost savings.



Customer Gains Trigger Questions on LEARN

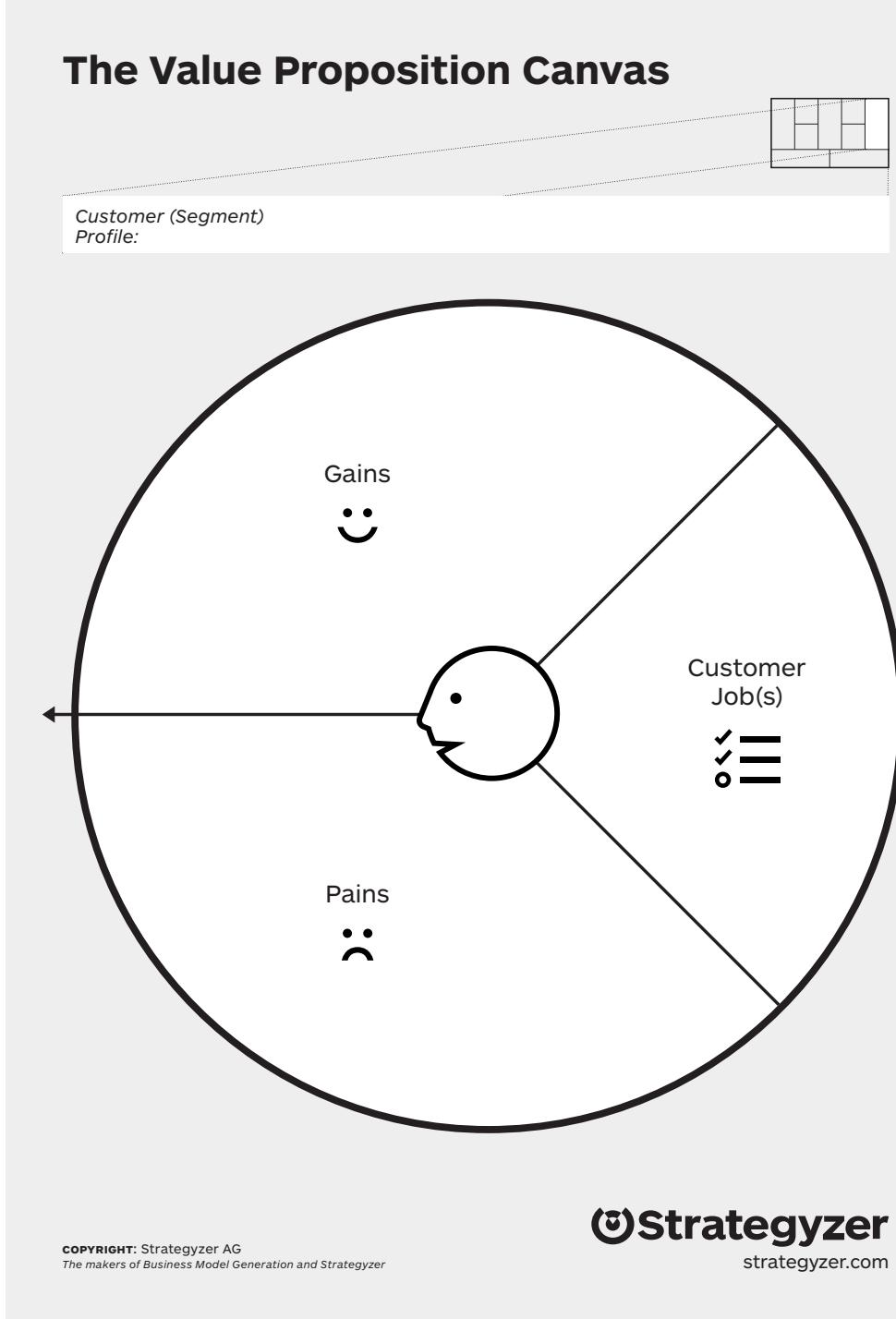


Create a Customer Profile

Get the template from LEARN and fill out the Gains, Pains and Customer Jobs sections. Look at the data you have collected so far or use the trigger questions to get you started.

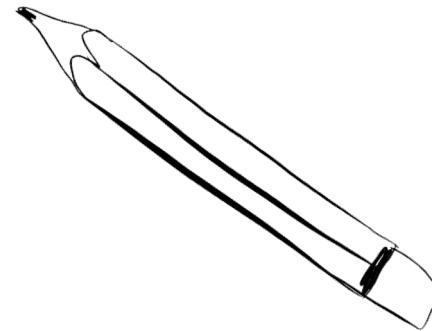
→ Find on LEARN (Content > W4 Resources)

The Value Proposition Canvas



Homework

1. Continue conducting interviews and surveys
(at least 5 interviews and 1 survey)
2. Hand in your customer profile sheet



Your Research Plan

1

2

3

4

5

6

Who or what will we study?	Where will we find the people or info?	What questions will we explore?	Number of observations, interviews, or inputs	When will the research happen?	Who on the team is responsible?
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