

Identifying Customer Needs

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customer



needs

Learning Objectives



UNDERSTAND DIFFERENT
USERS AND THEIR IMPACT ON
PRODUCT DESIGN



UNDERSTAND TYPES OF NEEDS



UNDERSTAND WAYS TO
GATHER AND ORGANIZE NEEDS

Need Vs. Want Vs. Expect

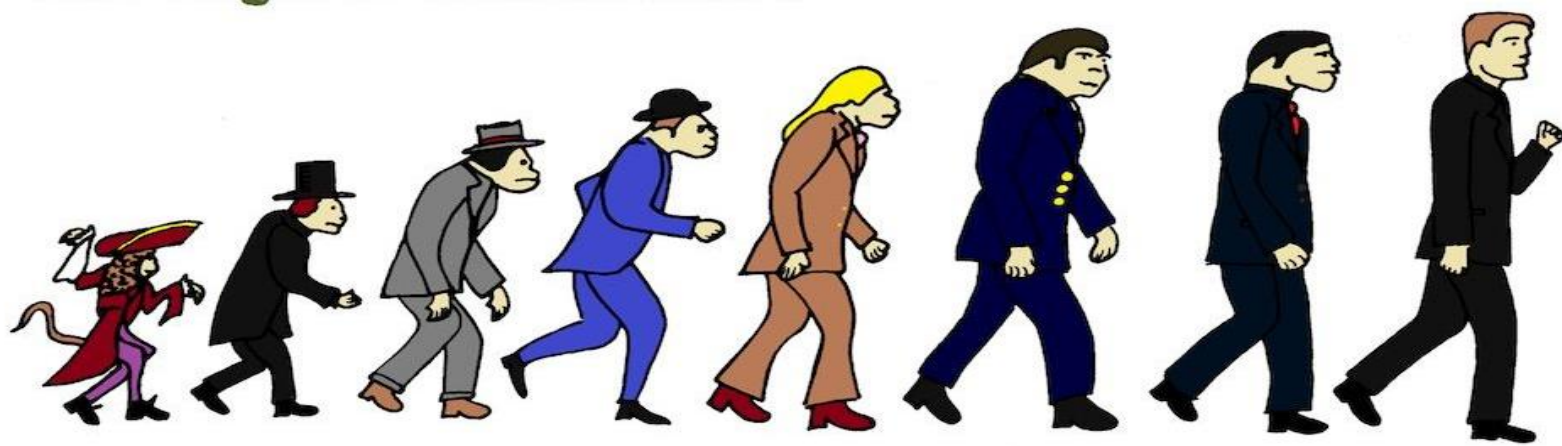
iPhone 14 has a feature to connect to a satellite and send a user's location





Customers or Users

- Based on Age or Gender
- Based on Location
- Based on Physical Attributes
(Short, Tall, Obese, Slim)
- Based on Functional Capacity
(Ordinary vs Specially abled
Individuals)



Early 18th Century
Stakeholding exclusively part of gambling culture

Late 19th Century
Primacy of the shareholder

1940s
Managers as trustees, balancing multiple communities

Early 1960s
'Stakeholder' identified as a concept

Late 1960s
Ansoff incorporates stakeholding into corporate strategy

Early 1980s
Freeman writes 'Strategic Management: A Stakeholder Approach'

Mid 1990s
Tony Blair describes a Stakeholder Economy

2010s
Stakeholder Engagement starts to emerge as a managerial and professional discipline

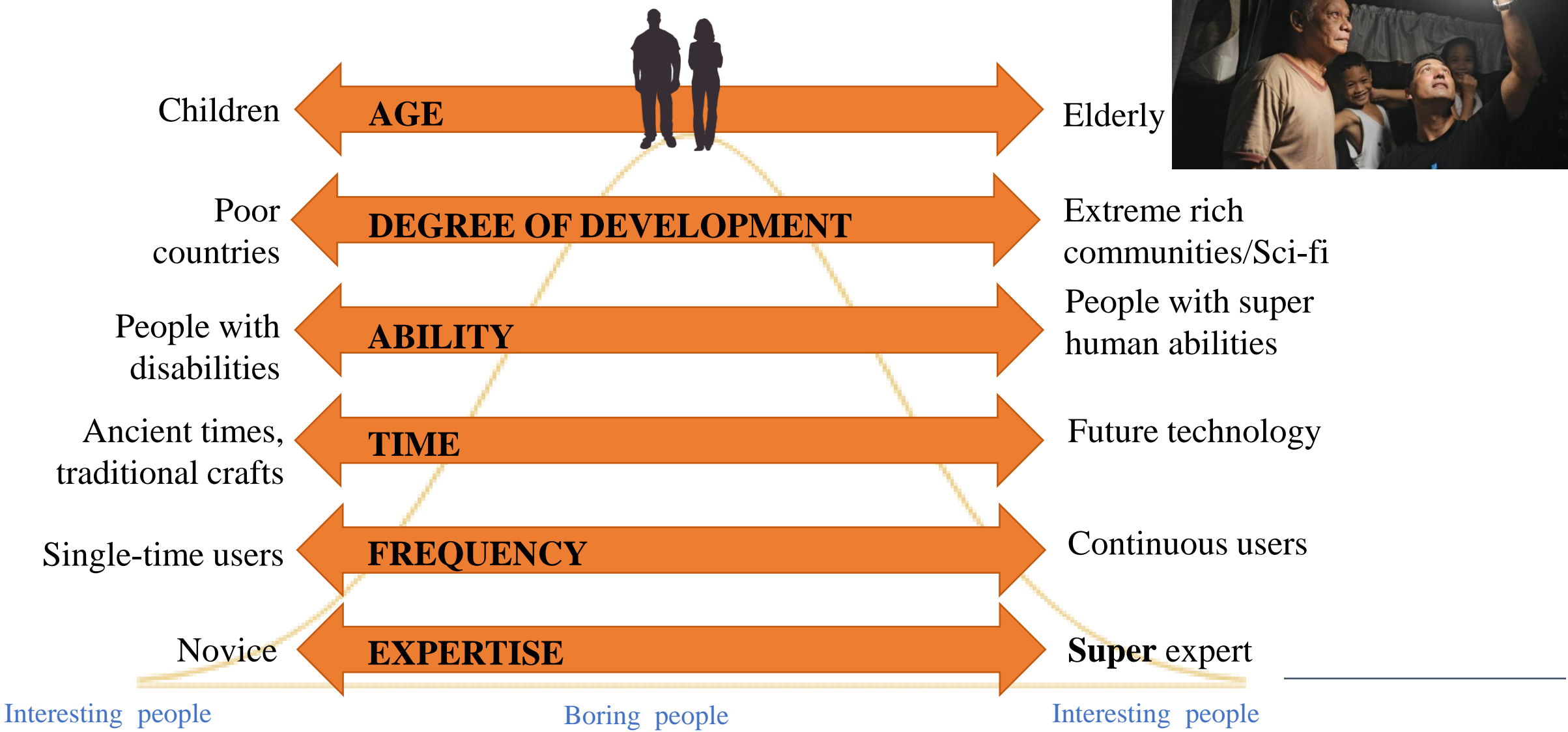
Stakeholders

Every Single Individual or Entity that can either affect or gets affected by the product



Extreme Lead
User

Extreme Lead User dimensions



Types of Needs

- **Direct Needs**: When questioned, customers have little issue stating them simply.
- **Constant Needs**: Continual requirements that are fundamental to the task of the product
- **Variable Needs**: These needs change over time and might disappear if a technological answer is provided.
- **Niche Needs**: Apply solely to a certain customer for niche needs.
- **Latent Needs**: Needs investigation; not explicitly voiced by customers.



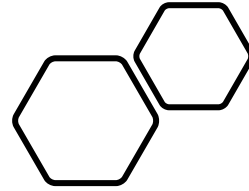


Amazon's Palm Payment System

Example 1:

- My wife always forgets her wallet and then I have to pay for her shopping
- I usually forgot ATM Pin
- My Debit card snapped into two pieces in my back pocket
- My phone does not have NFC tags for contactless payment
- I don't trust payment terminals and I never insert my card into one

Example 2:



Jogging Strollers

- Many parents gain weight after having kids because they don't get time to exercise
- Parent prefer not to carry my kids with them outside when it's too cold
- Some kids are sensitive to dust, they get runny nose if they are exposed to excessive dust or dirt
- During winter Finland gets too much snow to go for a run with kids in the stroller





<http://indizoom.blogspot.com>

Latent Needs

Customers knew that,

- Roads in India are too narrow for bigger cars
- Not enough parking space available in the office, home, or roadside
- Roads are overcrowded which makes navigation challenging
- Bigger cars have a larger turning radius
- Cars are not affordable enough in addition to all above

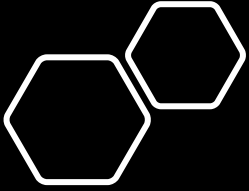


Niche Needs

Sources of Needs

- Interviews
- Surveys
- Site Visits
- Previous Design Flaws
- Existing Toolkits such as the AEIOU framework





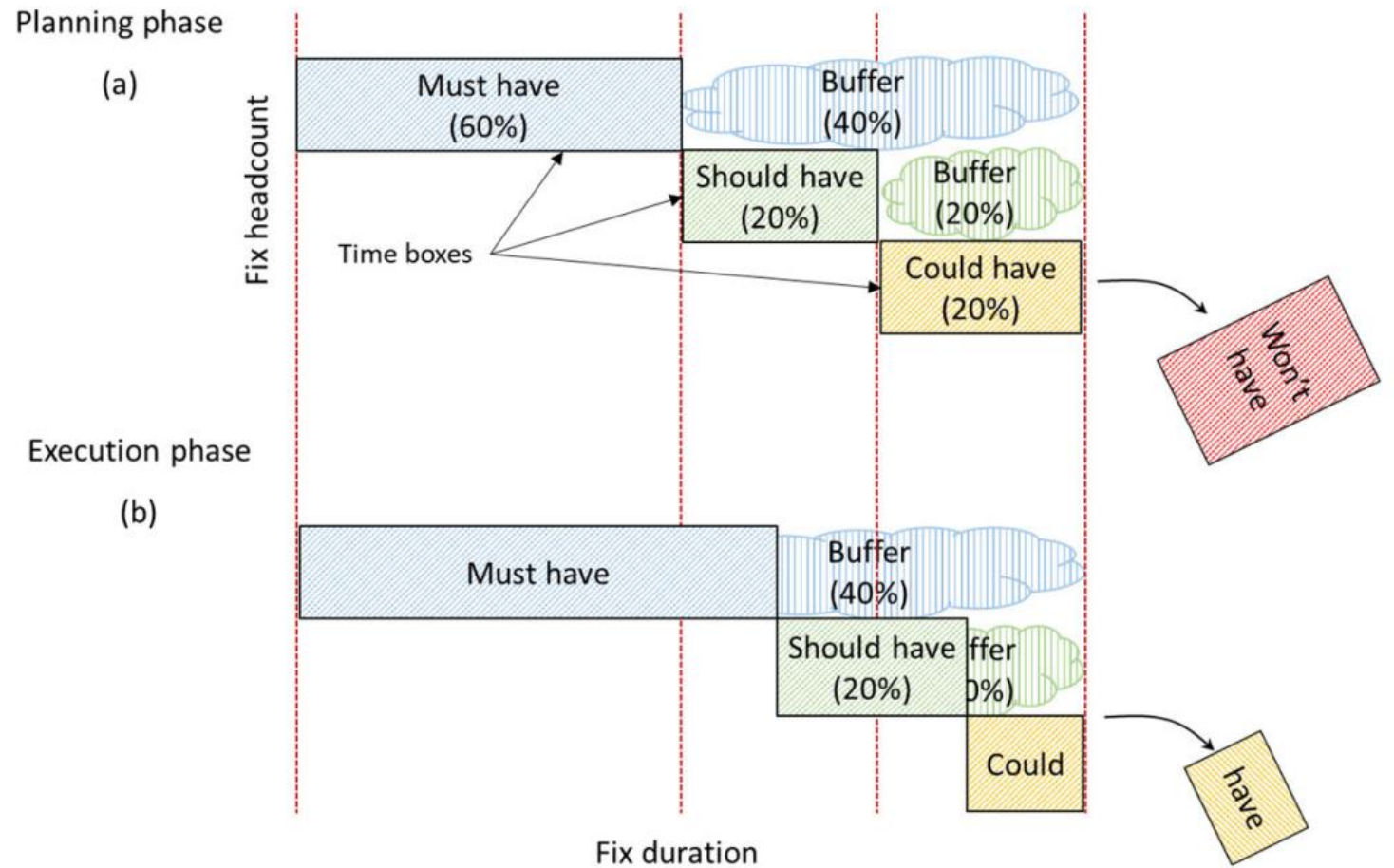
Evaluating the Needs

- [The MoSCoW Method](#):

The MoSCoW acronym is coined which represents four categories of features:

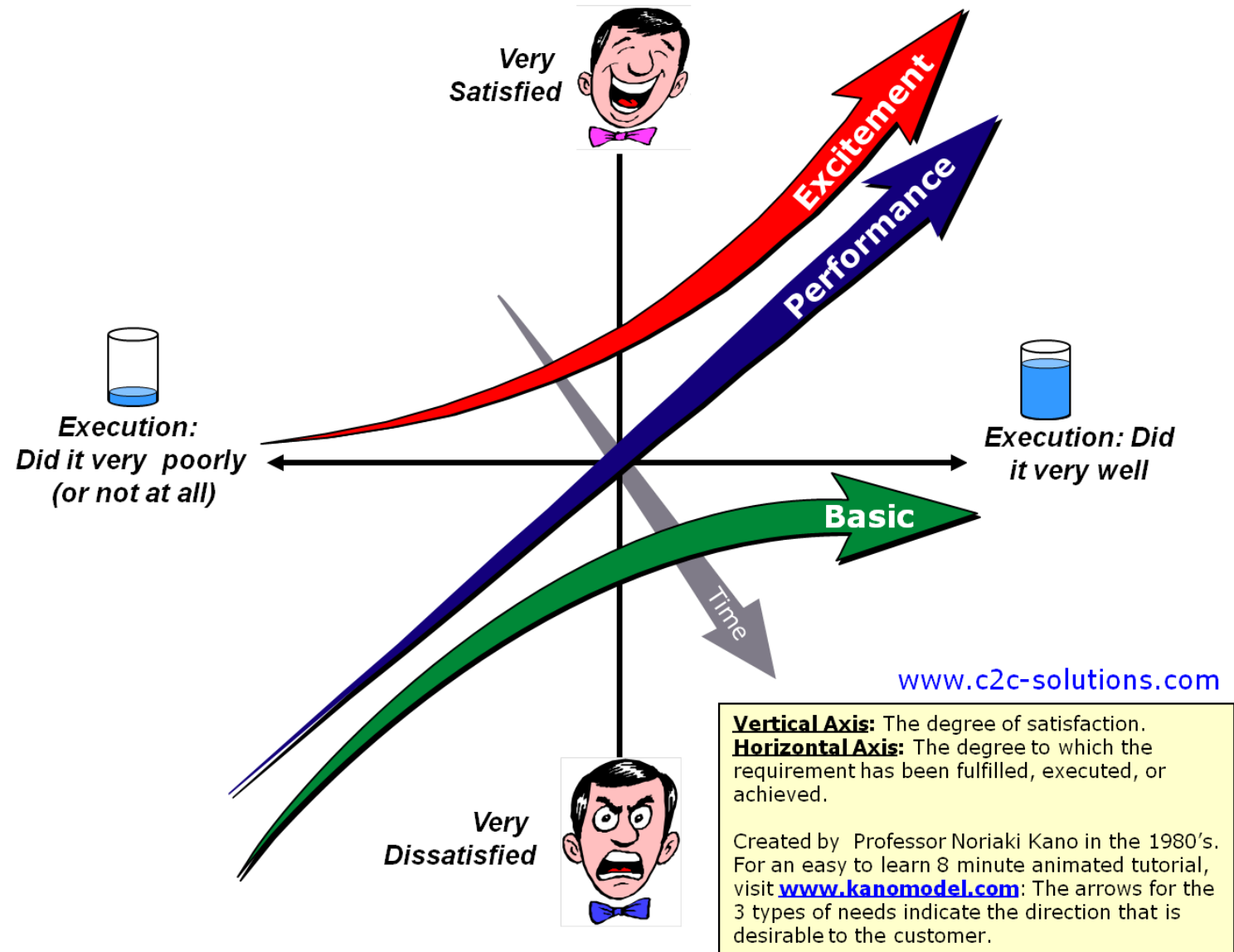
- Must-Have, (Mo)
- Should Have, (S)
- Could Have (Co)
- Won't Have (W)

'o' is added just to make pronunciation easy.



Summary

- Always pay attention to who your real customer is
- Make sure you understand the context in which your product will be used
- Identify the most appropriate way to gather customer's real needs
- Ensure to prioritize the needs keeping in mind internal and external boundaries



Thank You

