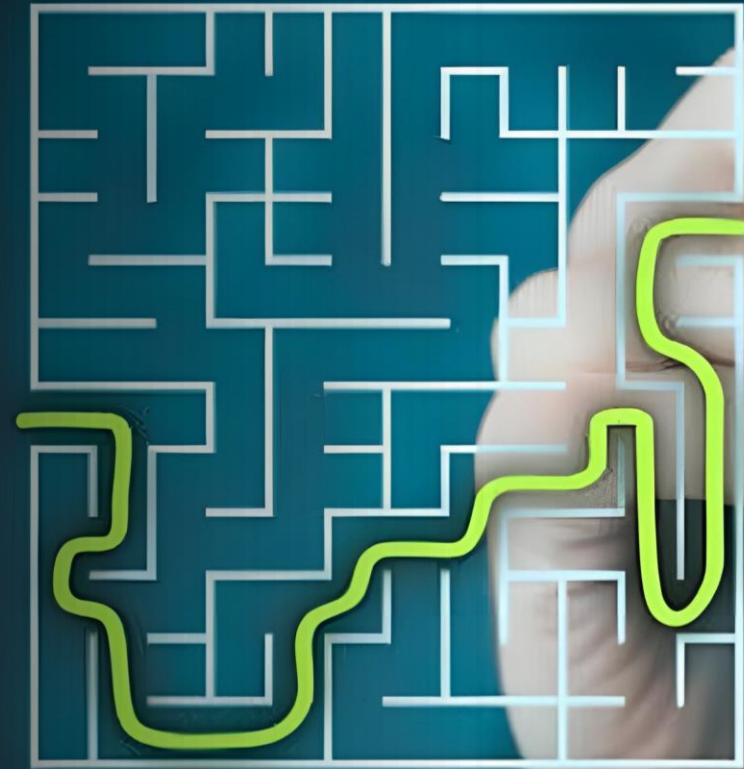




Identifying Customer Needs

customer



needs



Learning Objectives



Understand different users and their impact on product design



Understand types of needs



Understand ways to gather and organize needs

What if I don't understand needs?



Marketing
asked for



Sales team
informed
designers



Engineers
designed



In reality
Manufactured



Customer
received



Need Vs. Want Vs. Expect

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

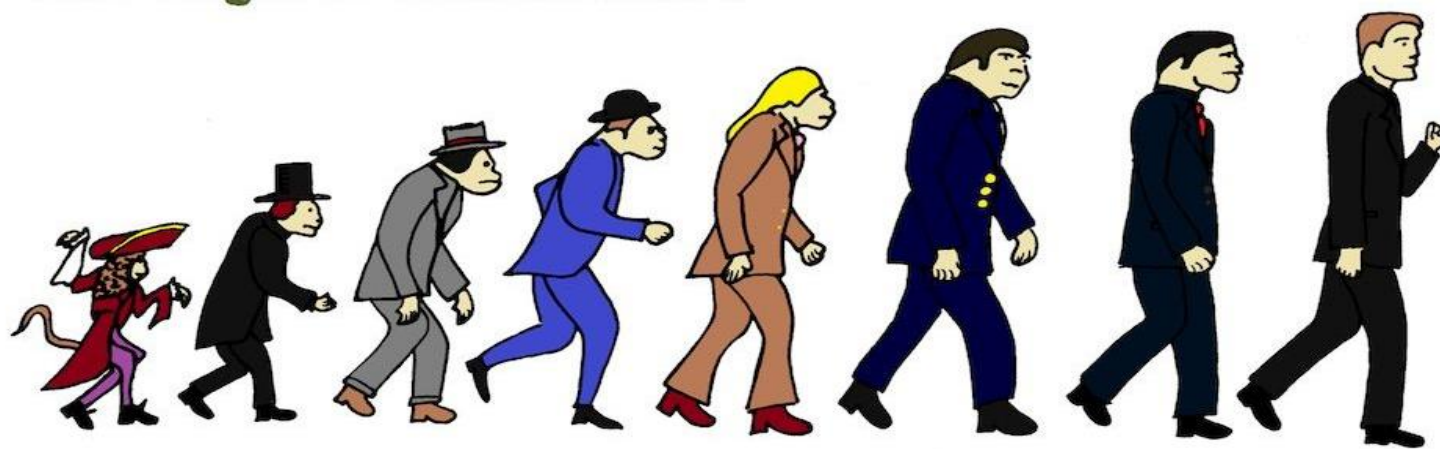




Customers or Users

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





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



Children

AGE

Elderly

Poor countries

DEGREE OF DEVELOPMENT

Extreme rich communities/Sci-fi

People with disabilities

ABILITY

People with super human abilities

Ancient times, traditional crafts

TIME

Future technology

Single-time users

FREQUENCY

Continuous users

Novice

EXPERTISE

Super expert

Interesting people

Boring people

Interesting people

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.



Fat Bike



Road Bike



Women Bike



Recumbent Bike



Hardtail Mountain Bikes



Fixed Gear Bike



BMX



Tandem Bikes



Double suspension Mountain Bike



Touring Bike



Folding Bike



Cargo Bike

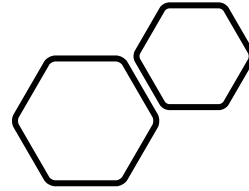


Amazon's Palm Payment System

Example 1:

- My wife always forgets her wallet, and then I have to pay for her shopping
- I usually forget 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 their 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



Latent Needs

- Kids often fear to go to hospital
- Often, hospitals smell bad in many places
- Nothing to do while waiting for the appointment is mission impossible for kids
- The loud noise of the MRI machine scares kids
- Overall feel of the hospitals are not welcoming for kids
- Tools and equipment in hospitals make kids nervous





Niche Needs



Sources of Needs

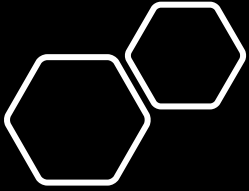
- Interviews
- Surveys
- Site Visits
- Previous Design Flaws
- Existing Toolkits, such as the [AEIOU framework](#)



Empathy

the Holy Grail of
uncovering
“Unarticulated,
Unmet Needs”





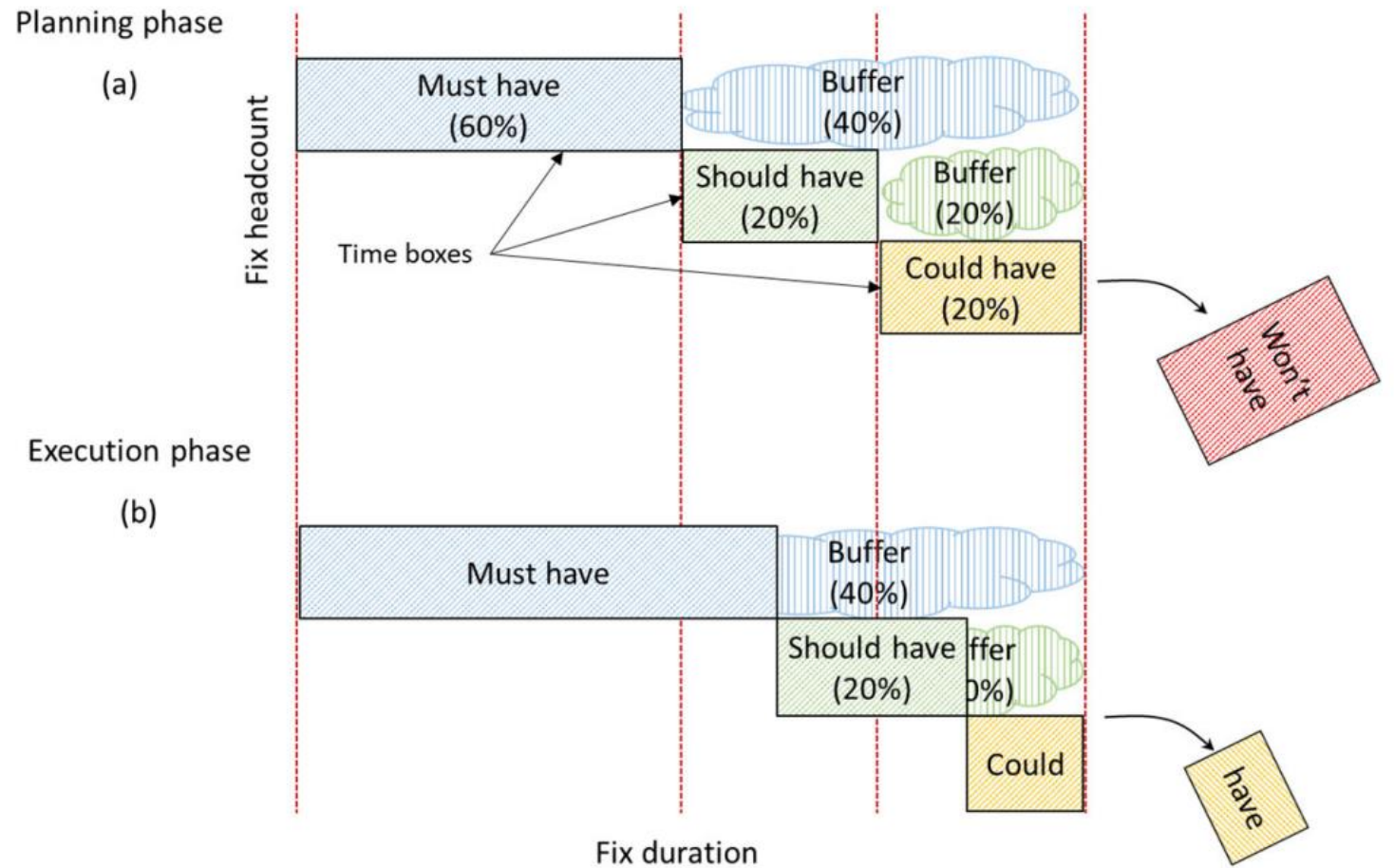
Prioritizing the Needs

- [The MoSCoW Method:](#)

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

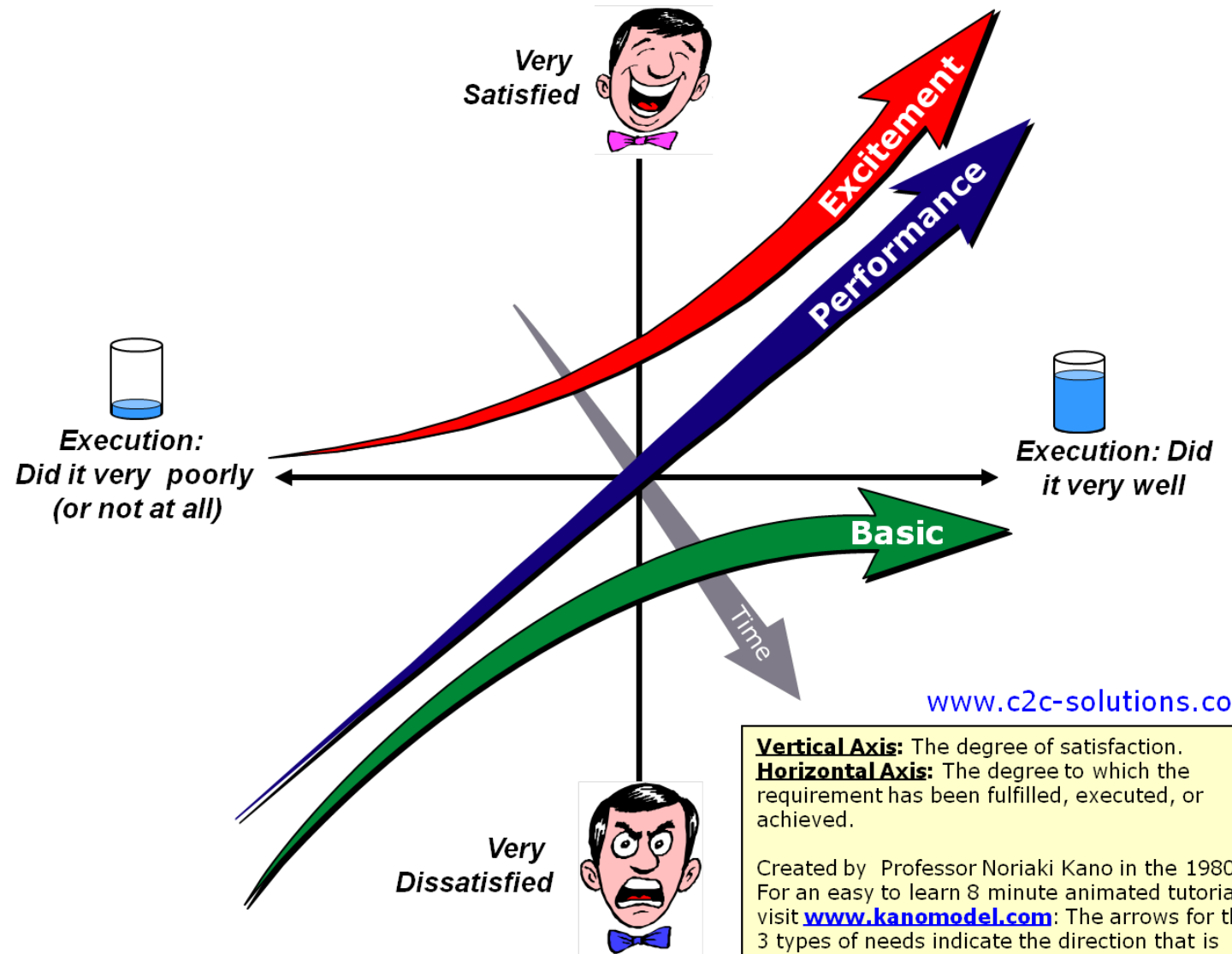
- Must-Have, (Mo)
- Should Have, (S)
- Could Have (Co)
- Won't Have (W)

'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 suitable method to **GATHER** the needs of customers
- Ensure to **PRIORITIZE** the needs, keeping in mind internal and external limitations



Thank You

