Identifying customer needs

Product to improve

1. Gathering raw data

How to choose customers

Methods

- Interview
- Focus group
- Observation
- Survey

Guidelines

Documentation (Customer needs)

Choosing Customers

Lead Users

- Regular Users
- Latent needs

Extreme Users

- Unusual Usage
- Disabilities

Gathering raw data

How to choose customers

Methods

- Interview
- Focus group
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- Survey

Guidelines

Documentation (Customer needs)

Guidelines

Open Ended Questions

- When/Why do you use the product?
- How do you use it?
- Likes/Dislikes?
- Improvements?

Don’t Force It!

Gathering raw data

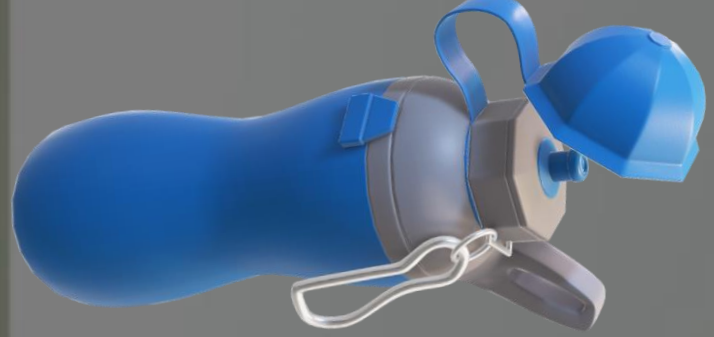
How to choose customers

Methods

- Interview
- Focus group
- Observation
- Survey

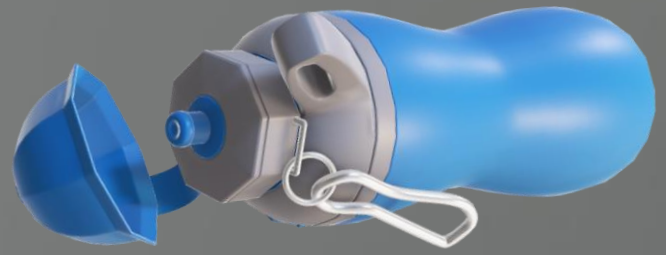
Guidelines

Documentation (Customer needs)



INTERVIEW

My water bottle tastes weird even after cleaning it



INTERVIEW

My water bottle tastes weird even after cleaning it

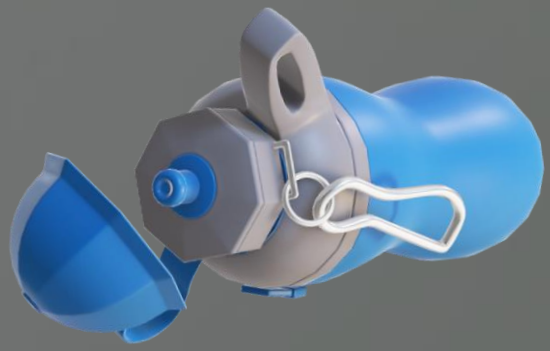
My water bottle indents when dropped

INTERVIEW

My water bottle tastes weird even after cleaning it

I couldn’t even put it in the dishwasher

My water bottle indents when dropped



INTERVIEW

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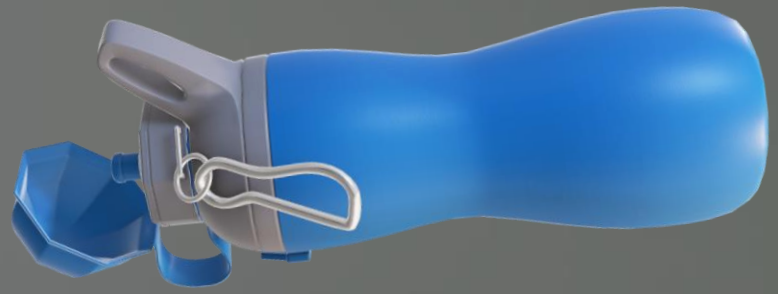

My water bottle indents when dropped

I don't like my water bottle to leak.

INTERVIEW

My water bottle tastes weird even after cleaning it

I couldn’t even put it in the dishwasher

I cannot clean my water bottle easily because the opening is too tight

My water bottle indents when dropped

I don't like my water bottle to leak.

INTERVIEW

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What do you think is a need for a water bottle?

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2. Interpretation of the raw data

Statements -> needs

Crucial guidelines

- "What" not "how"
- Specificity
- Positive language
- Attributes of the product
- Avoid "must" and "should"

Interpretation of the raw data

Customer Statement	Needs Statement
My water bottle tastes weird even after cleaning it	The water bottle has a good quality material
I couldn’t even put it in the dishwasher.	The water bottle is dishwasher-safe
My water bottle indents when dropped	The water bottle has a heavy-duty material
I cannot clean my water bottle easily because the opening is too tight	The water bottle has a large opening for cleaning advantages
I don't like my water bottle to leak.	The water bottle is leakproof.

Organizing the data

3. HIERARCHY SYSTEM

- PRIMARY – GENERAL NEEDS
- SECONDARY – DETAILED NEEDS

4. RELATIVE IMPORTANCE

- TEAM MEMBER EXPERIENCE
- SURVEYS

Organizing the data

The water bottle is dishwasher safe.

The water bottle has an easy opening.

The water bottle has a heavy-duty material.

Group 1: Easy to clean

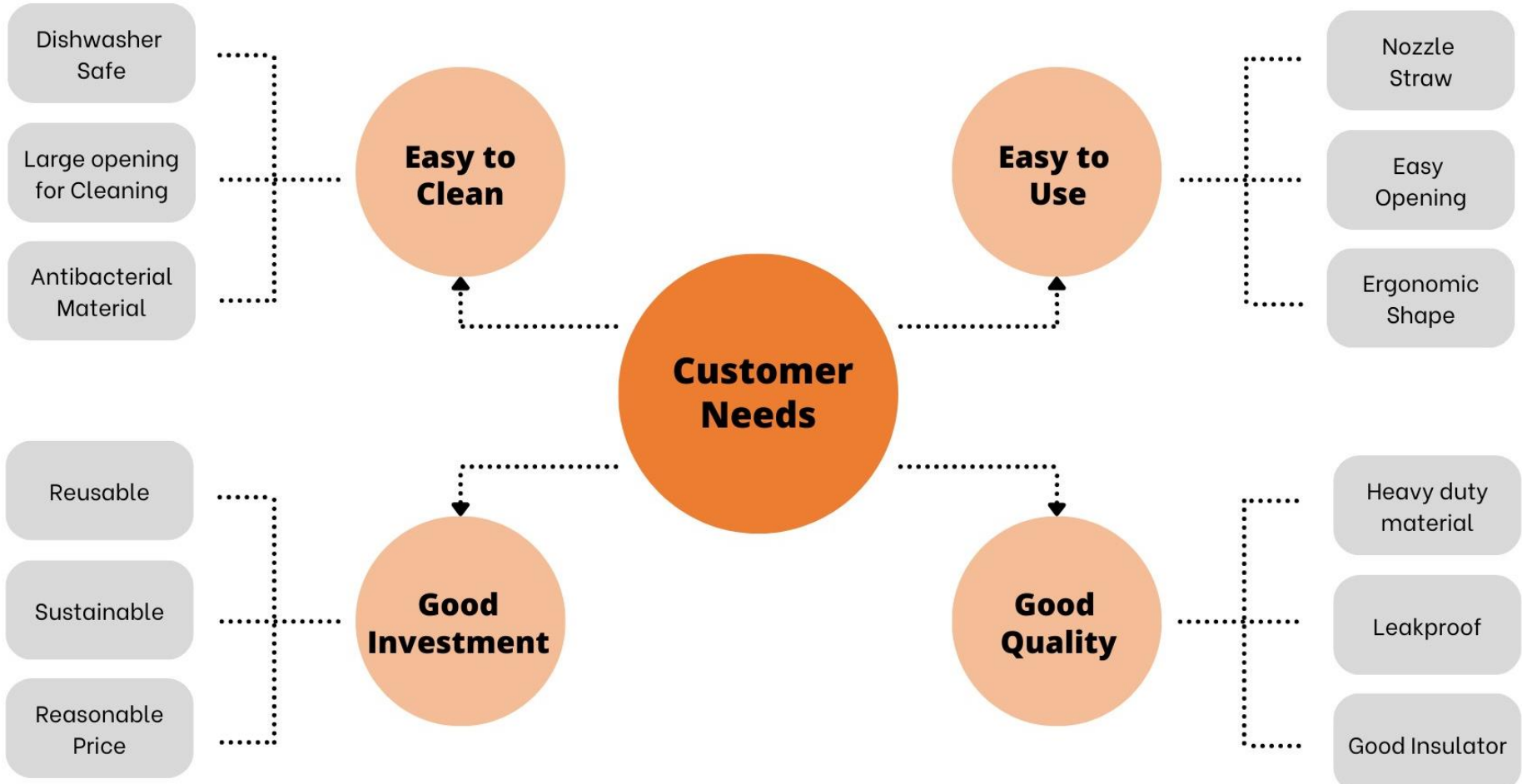
The water bottle has a large opening for cleaning advantages.

The water bottle is made of antibacterial material.

The water bottle is reusable.

The water bottle has enough volume.

Organizing the data



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Rank the 'Easy to Clean' secondary needs

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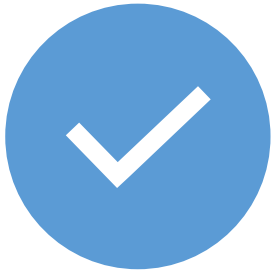
5. Reflection of the results

DID WE FIGURE OUT ANYTHING NEW?

IS ALL OF THE NECESSARY INPUT DELIVERED?

HOW CAN WE IMPROVE THE PROCESS IN THE FUTURE?



SUMMARY OF THE IMPORTANT AND LATENT NEEDS

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What are the 5 steps of 'Identifying Customer Needs'?

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This is a good example of a 'Needs Statement':
"The water bottle should have a large opening to clean it easily."

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This is a good example of a 'Needs Statement':
"The water bottle is made of a heavy-duty material."

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Which of the following is NOT a guideline for interpreting raw data?

ⓘ Start presenting to display the poll results on this slide.

Thank you for your attention