

Session 2 – Activity 2

Overview

What is it?

The KEY CUSTOMER INSIGHTS template forces you to think about the different things that your customers may be trying to achieve.

Why does it matter?

People are complex. You will have gathered a wide range of insights through your research, but you have to distill them. Converge.

People have needs that range from functional, to social, to emotional. Products and services can serve multiple needs, and sometimes the functional ones may not even be the most important ones to meet.

Think about Facebook. The social and emotional aspects of it are now more important than the purely functional ones. Try to use these lenses to understand the different things that customers/users are looking for.

You will build a better solution if you can get this part right.

How do I use it?

Use the insights from the customer research and record your answers to these questions:

- What does your solution need to do from a functional standpoint?
- How do your customers want to feel?
- How do they want to be perceived by others?

Session 2 – Activity 2

Using the data from your research, distil the key insights you have learnt about your customers. The three categories we have suggested might help, but you don't have to follow this pattern.

FUNCTIONAL:

What does your solution need to do?

EMOTIONAL:

How do your customers feel/want to feel?

SOCIAL:

How do they want to be perceived by others?