Getting to Know your Customer
XPDay 2005

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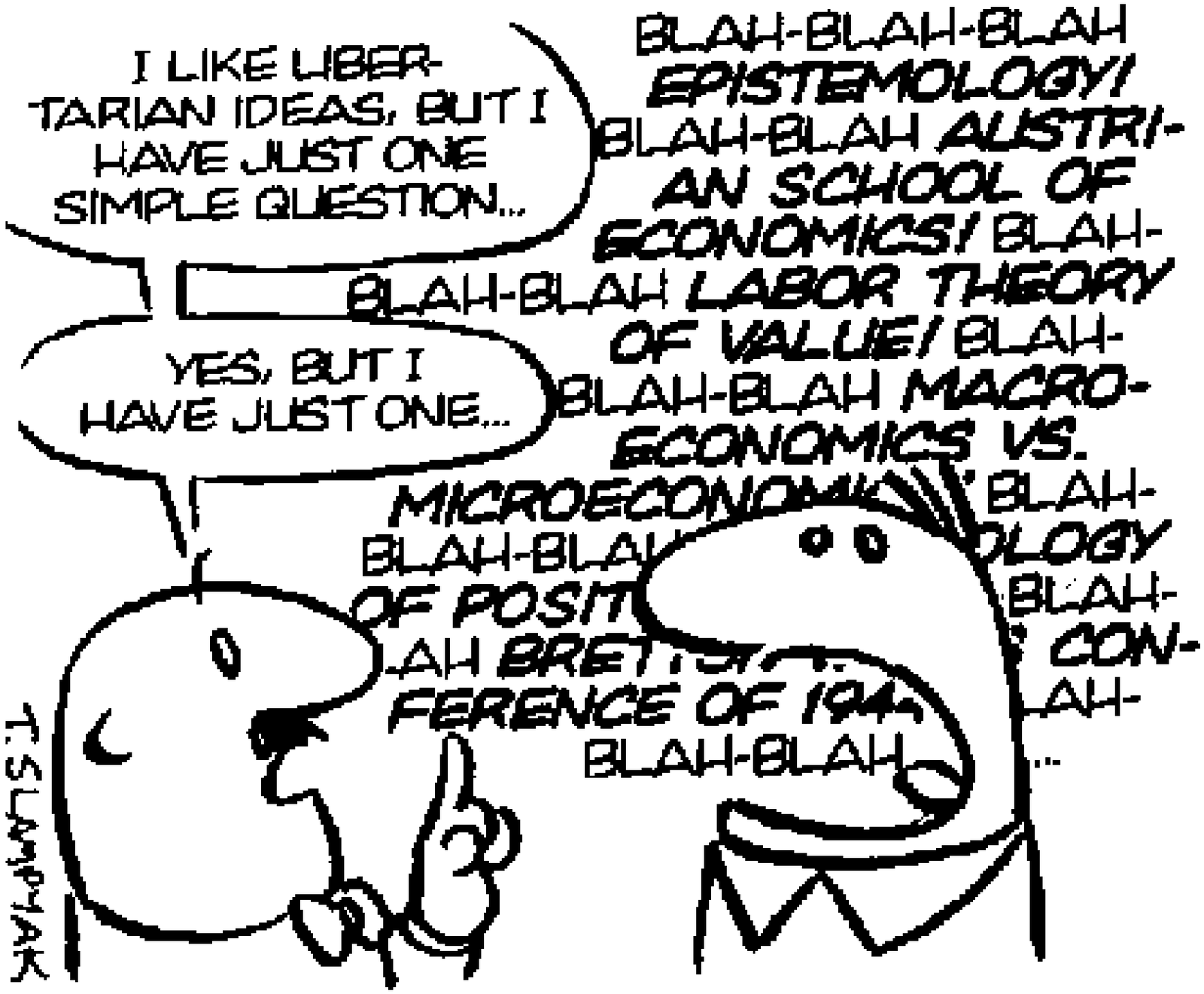
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Timetable

- 14:00 Introduction
- 14:15 Brainstorm features
- 14:45 Butterfly Stamping
- 15:30 Break
- 16:00 More introduction
- 16:30 Product Box
- 17:30 Finish

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Different groups speak different languages



It’s important to make the customers feel involved

“An overarching rule is that presentation should be minimized and discussion maximized. **Have customers *do* things**. If you restrict customers to an audience or discussant role, the councils lose a great deal of energy”.

— Edward F. McQuarrie

Customer Visits: Building a Better Market Focus

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What would be the ultimate XpDay?

- Brainstorm features
  - Sessions
  - Topics
  - Activities
  - Communities
  - Administration
  - Location
  - etc.

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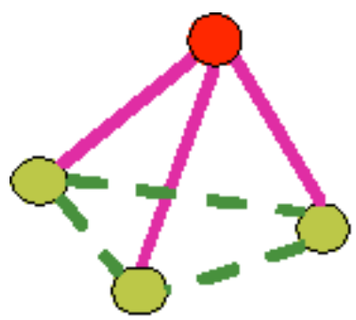
Butterfly stamping

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Some activities are simple

Process (re)Engineering

Sense
Categorise
Respond

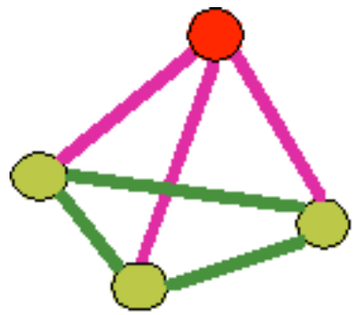


Simple

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Some activities are complicated

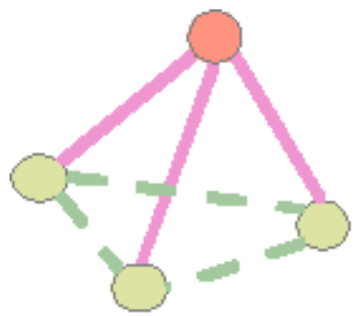
Complicated



Heuristics

Sense
Analyse
Respond

System Dynamics



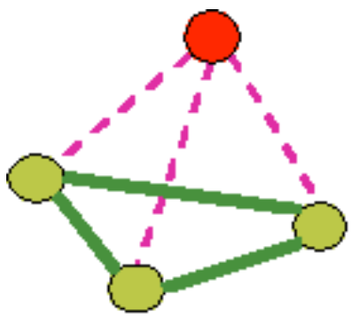
Rules

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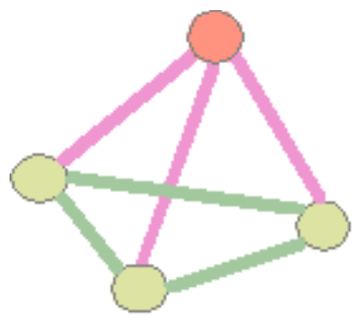
Some activities are complex

Complex

Rules



Probe
Sense
Respond

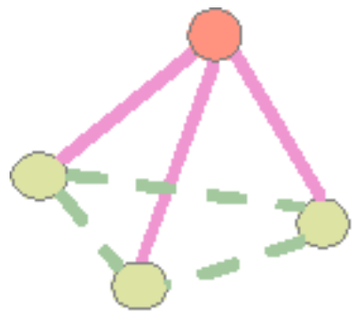


Heuristics

Un-ordered

Computational Complexity

Ordered

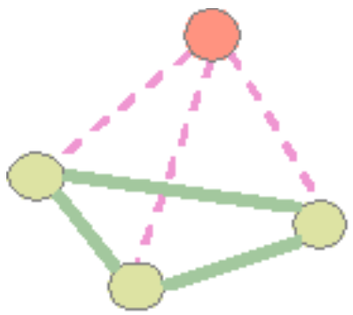


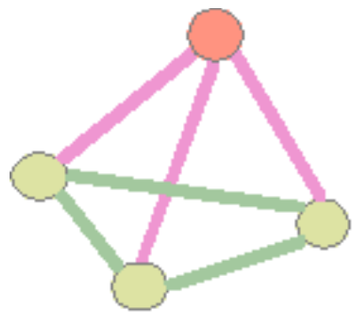
Rules

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Some activities are chaotic

Rules





Heuristics

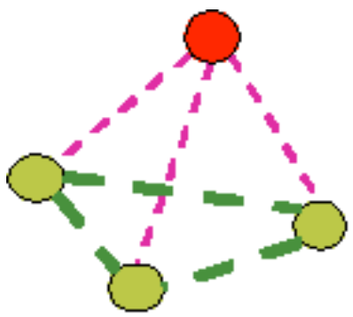
Un-ordered

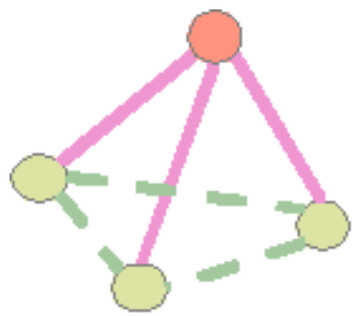
Social Complexity

Ordered

Act
Sense
Respond

Heuristics



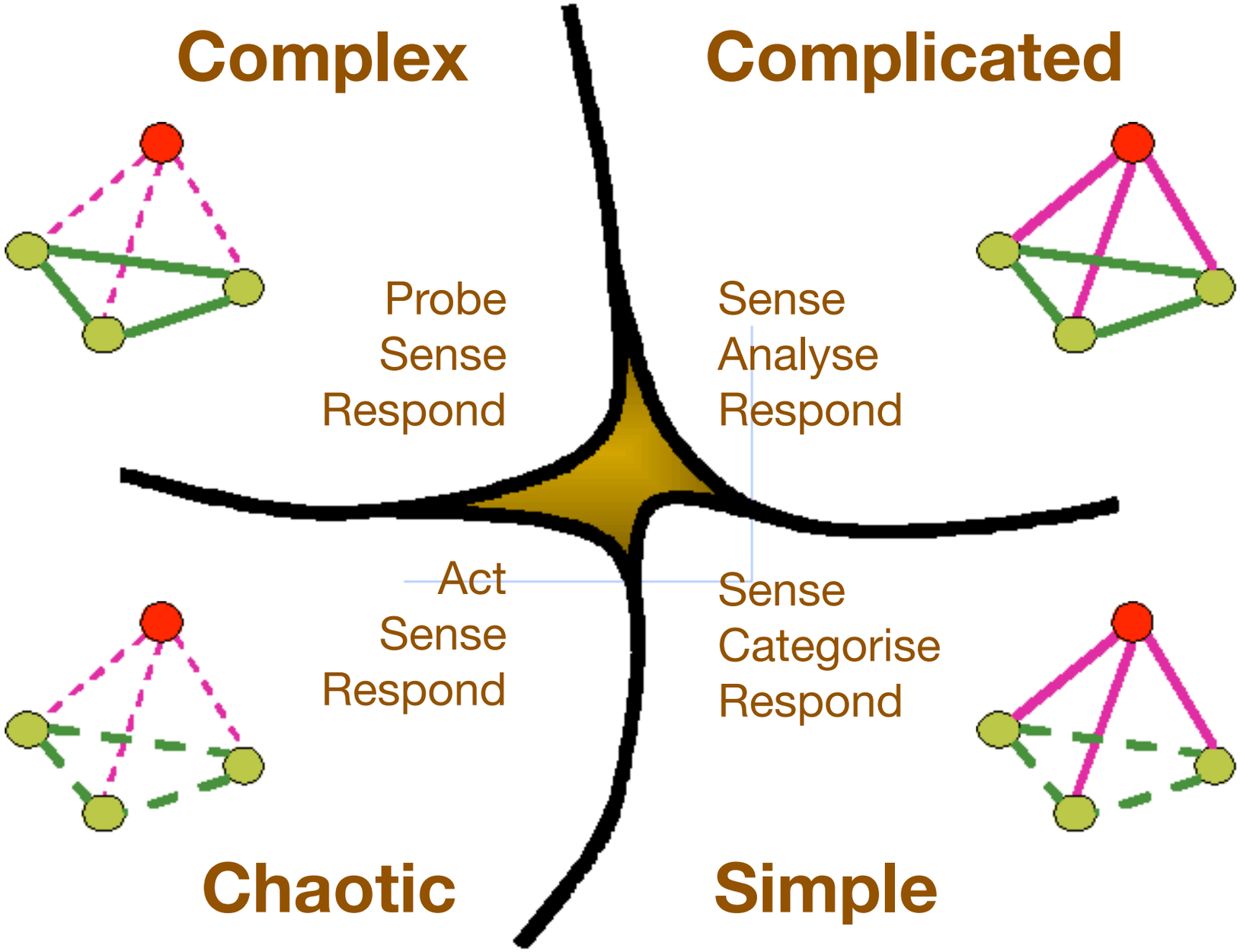


Rules

Chaotic

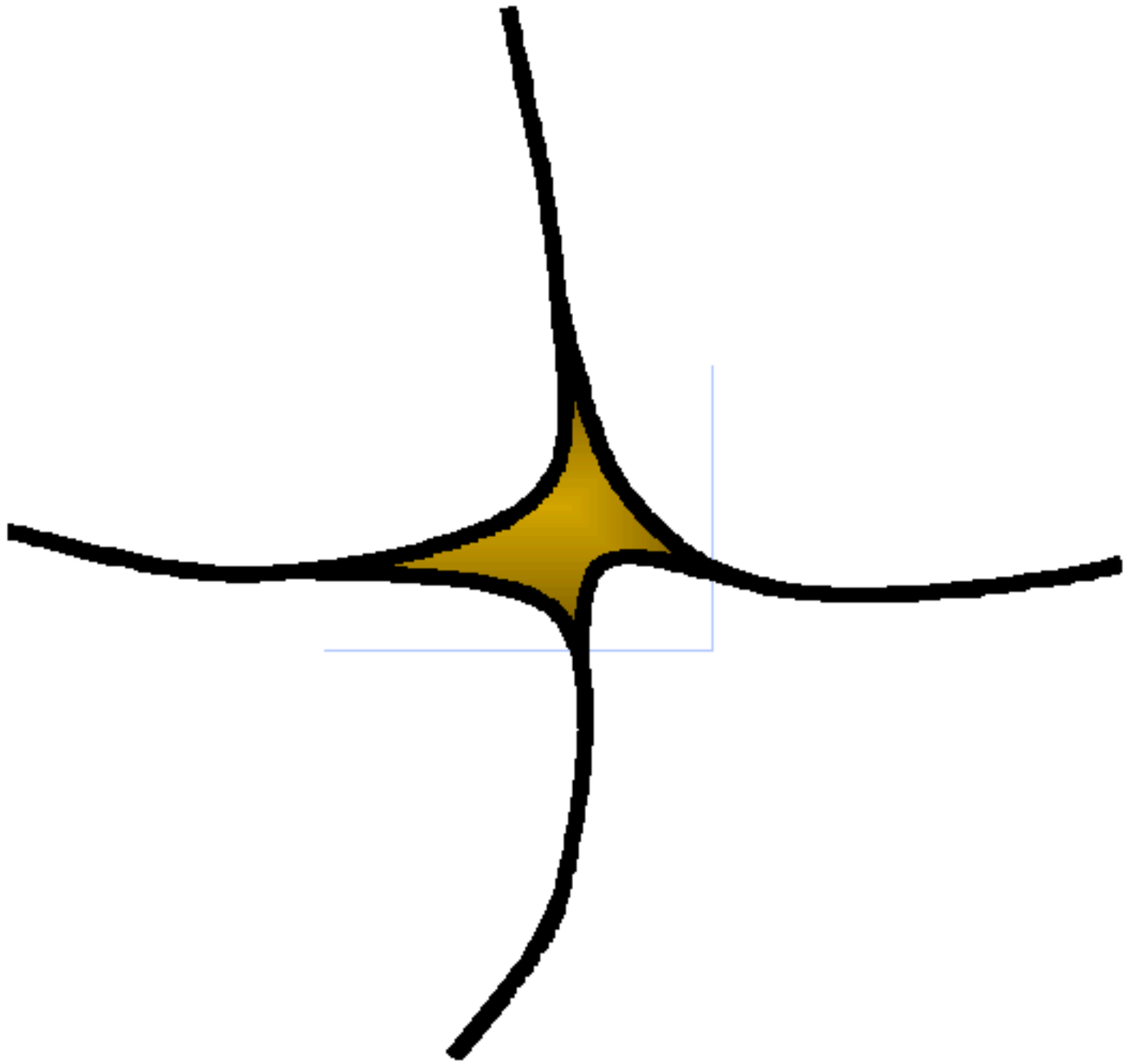
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A framework for Sense-Making



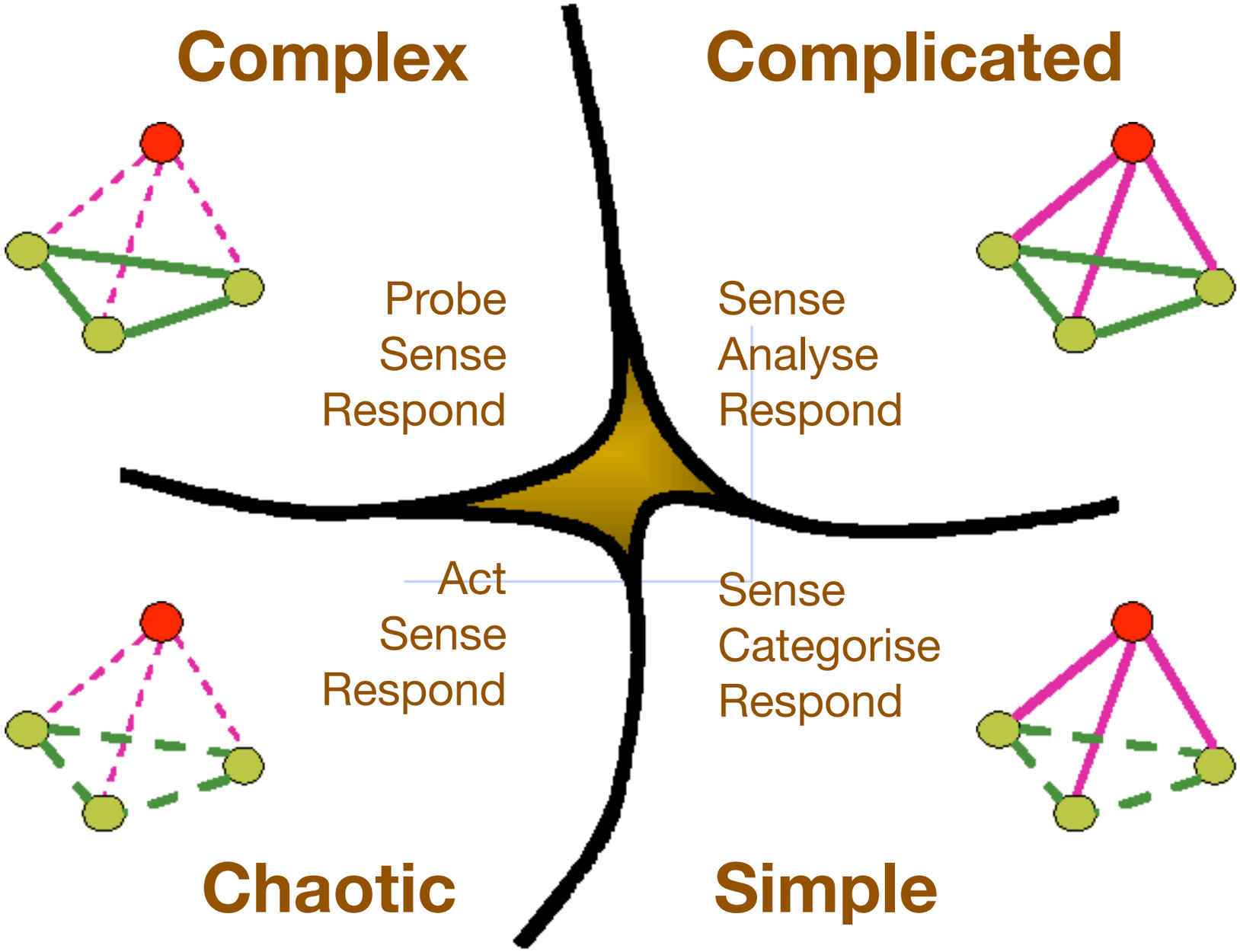
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Disorder



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A framework for Sense-Making



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Break

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Innovation Games

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Overview of Innovation Games

- Developed by Luke Hohmann as an alternative to traditional primary market research
- First used in 1997/1998
- Dozens of deliveries, hundreds of participants
- Critical pre-requisite? Attitude
  - Open desire to understand
  - Willingness to let the customer lead

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Product Box



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Speed Boat



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Buy A Feature



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Spider Web



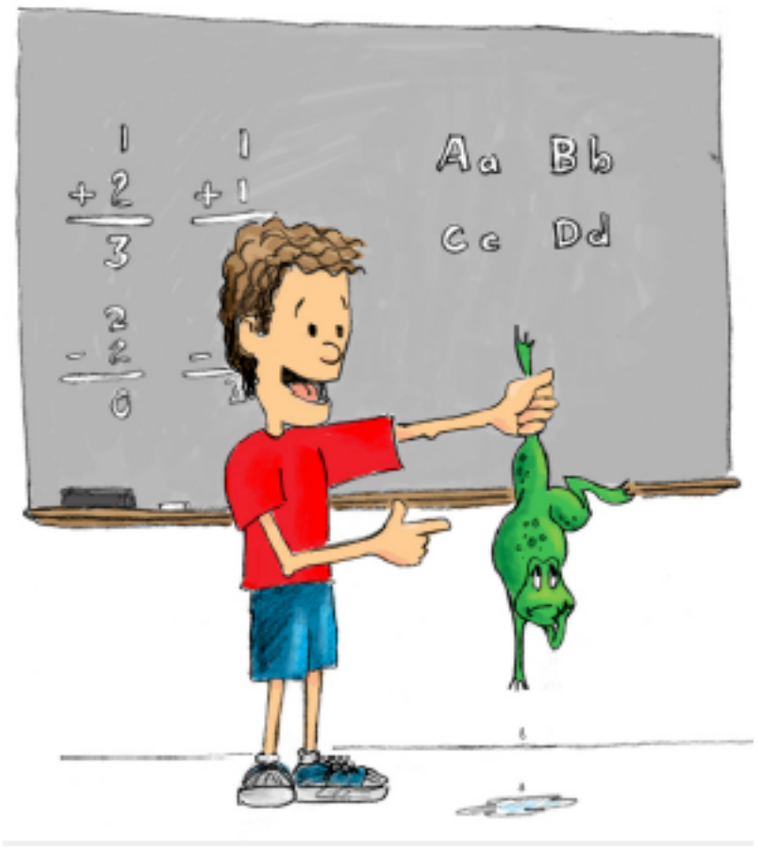
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Start Your Day



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Show And Tell



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Me and My Shadow



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Give Them A Jacuzzi



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Prune The Product Tree



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20/20 Vision



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The Apprentice



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Remember The Future



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Psychology Behind The Games

- Inversion
- Activity-based exploration
- Maintaining appropriate control
- What you can do with one customer you can do with a group

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Selecting The Game

Understanding…	Consider These Games	
Customer needs	**Product Box**sm	**Buy a Feature**sm
	Me and My Shadowsm	**Give Them A Jacuzzi**sm
	Remember The Futuresm	
Product functionality	**Product Box**sm	**Buy a Feature**sm
	20/20 Visionsm	**Speed Boat**sm
Product usage	**Spider Web**sm	**Show And Tell**sm
	Start Your Daysm	**The Apprentice**sm
Shaping your future product	**Prune The Product Tree**sm	**Buy a Feature**sm
	20/20 Visionsm	**Remember The Future**sm

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Lets the imagination flow



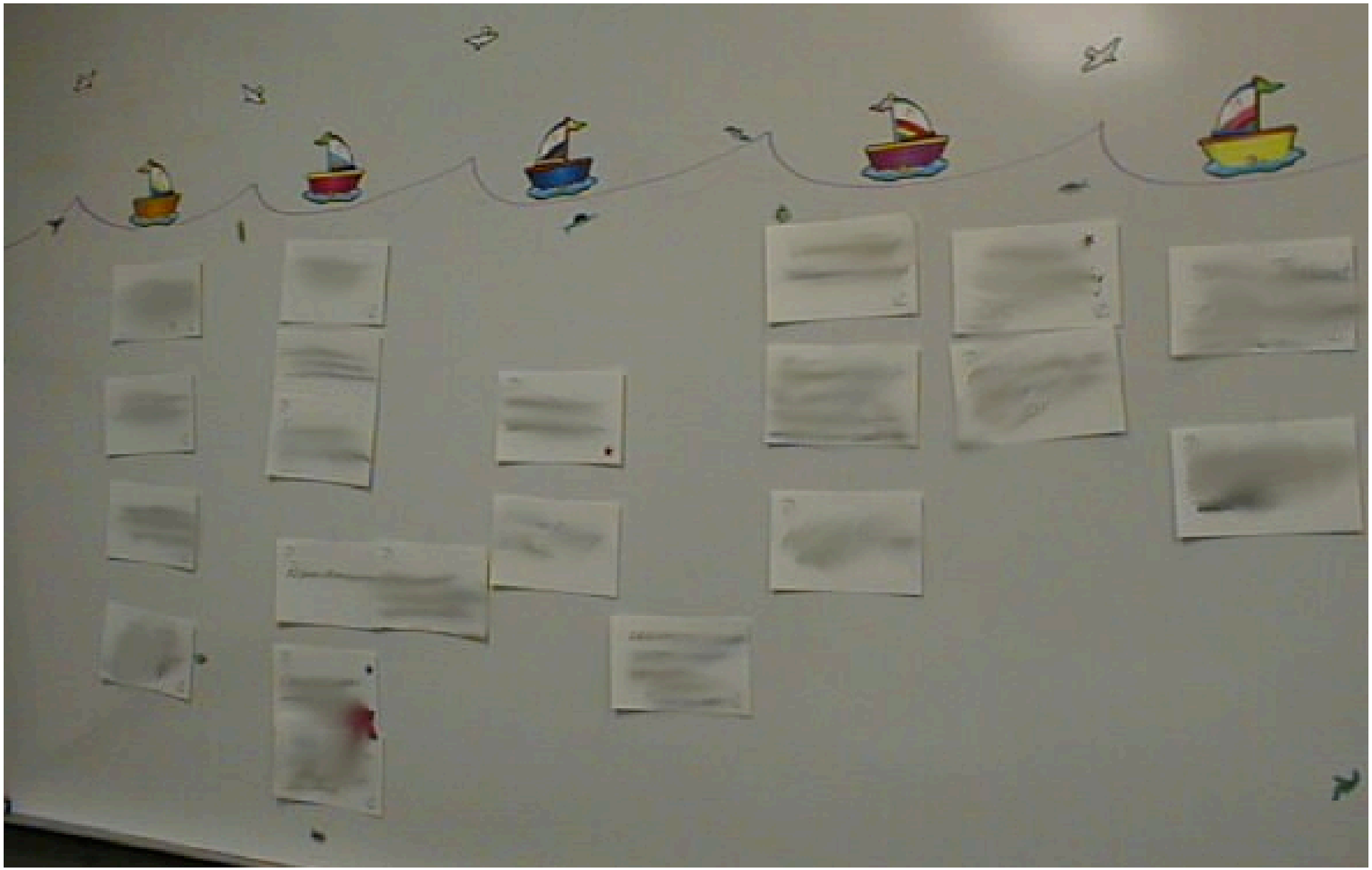
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They are also fun…



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The Speed Boat Game



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Prune the Product Tree



Organising The Team: Roles

Role	Description
Greeter	Greets participants, invites them into the session, establishes a warm rapport. Typically the product manager who “owns” the offering that is the subject of the game.
Facilitator	Runs the session. Key responsibilities. 1. Answers questions from participants. Note that it is important that ONLY the facilitator answer questions to maintain consistency. 2. Keeps team patient. 3. Ensures participants complete on time.
Helper	“Gopher” for the facilitator. Is ready, willing, and able to help with anything that might be needed.
Observers	Observers watch participants, taking notes on 3x5 cards. These cards will be collected and processed after the session. Observers should refrain from speaking with participants.
Photographer	One observer should be the designated photographer, taking lots and lots of photos of the event.

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Product Box

- Something to attract attention
- Key features
- Feature lists
- Endorsements
- Requirements
- *A sales pitch*
- ...



References

- www.cynefin.net
- www.enthiosys.com

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