



WE CONDENSE INNOVATION

DIFT

DIGITAL INTRAPRENEURS FAST TRACK

EXPLORE



SESSION 02

Voice Of the Customer & Personas

Problem framing

EXPLORATORY RESEARCH METHODS

Object of analysis	Sources	Methods	Tools for analysis
Assets	<ul style="list-style-type: none"> Internal stakeholders Business reports 	<ul style="list-style-type: none"> Stakeholders interviews Content analysis 	<ul style="list-style-type: none"> Asset map
Constraints	<ul style="list-style-type: none"> Internal stakeholders Experts Media 	<ul style="list-style-type: none"> Stakeholder interview Content analysis 	<ul style="list-style-type: none"> PESTEL
Trends	<ul style="list-style-type: none"> Internal stakeholders Experts Media 	<ul style="list-style-type: none"> Stakeholder interview Content analysis 	<ul style="list-style-type: none"> Trend Canvas PESTEL
Competitive landscape	<ul style="list-style-type: none"> Competitors Experts Databases Media 	<ul style="list-style-type: none"> Observation Content analysis 	<ul style="list-style-type: none"> Competitive landscape
Users	<ul style="list-style-type: none"> Users Front end people Experts Media 	<ul style="list-style-type: none"> Interviews Focus Groups Observation Content analysis 	<ul style="list-style-type: none"> Personas Value Proposition Canvas (Customer side)



**Customer centricity starts when
you develop the offering.**

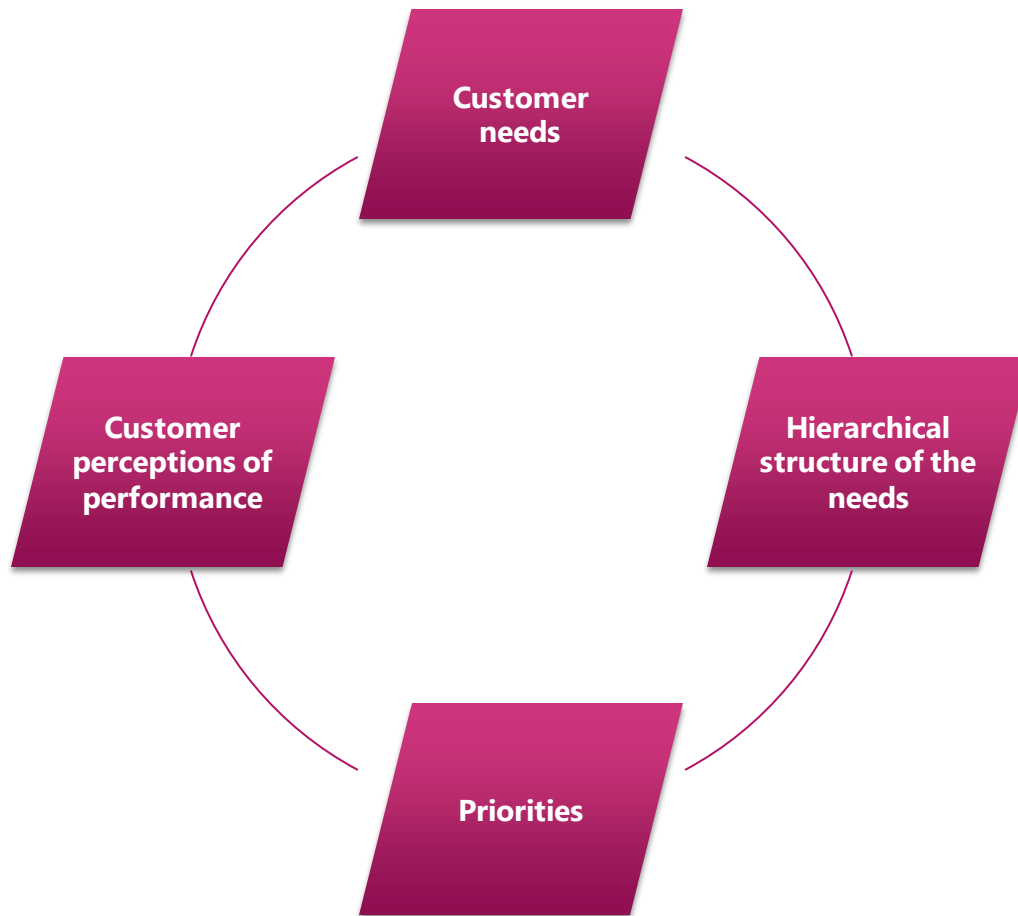
Is there a smart way to represent the customer in the product development process?

Voice Of the Customer

WHAT

The Voice of the Customer (**VOC**) is a term used in business to describe the process of capturing customers' requirements during the development of a product, a service or an offering in general.

The Voice of the Customer is a technique that produces a detailed set of customer wants and needs which are organized into a hierarchical structure, and then prioritized in terms of relative importance and satisfaction with current alternatives.





Voice Of the Customer

WHY

The Voice of the Customer process has important implications and benefits for product development.

VOC provides:

- a detailed understanding of the customer's point of view
- a common language for the team going forward
- key input for design specifications for the new product or service
- a set of insights for product innovation

User Personas

THE TYPICAL WAY TO REPRESENT THE VOICE OF THE CUSTOMER

Personas are fictional representations and generalizations of a cluster of users who exhibit similar attitudes, goals, and behaviours.

They are a useful design tool helping everyone visualise, in an iconic way, the users for whom the product is meant to be.


They usually contain:

- Pictures & quotes
- Demographics & Psychographics
- Behavioural data
- Goals & needs
- Attitudes towards the product or the category
- Pains

Personas are the result of qualitative research with users.

UX DESIGN CONTRIBUTOR PERSONAS

PERSONA PROFILE



Jade The Emerging Creative

Age: 29
Occupation: Commercial Photographer
Location: Chicago, IL

With three years of experience in commercial photography, most experts would consider Jade a fresh face in the industry. She's tired of the label and wants her work to be more recognized.

Jade's been building her portfolio with unique and edgy photoshoots with marketing appeal that she sends to clients and Corbis Images. She does it all on the creative side, from creating the concept, working with the models, and editing photos. Jade enjoys the post production work the most, as she is able to utilize the latest technology, from touching up subjects to incorporating computer generated elements to her photos. While Jade enjoys the artistic aspect, she dislikes dealing with administrative tasks such as model releases. Jade wants her clients to trust that her creative photography can help sell their product, but that trust comes with building a reputable name in the industry.


Jade's Questions

- I am looking to diversify my portfolio. How can I learn about the latest trends in creative photography?
- How can I portray the message of my images to those who view and purchase my work?
- How can I efficiently communicate with my editor to generate ideas?
- What is a simple way to complete administrative tasks such as model releases?

Jade's Goals

- I want to make a name for myself in the creative industry. I am looking to develop my prestige and reputation.
- There are many steps to a successful photo shoot and I would rather not deal with the complicated administrative tasks. I want something that can streamline these tasks into my workflow.
- I enjoy thinking outside of the box and having someone to generate ideas with.

	LOW	MID	HIGH
NEEDS			
Speed			
Adaptability			
Editor			
TASKS			
Upload			
Input Info			
Royalties			
Communication			
KNOWLEDGE			
Technology			
Trends			
Contracts			
Image Editing			



"I want to get as many of my images out there to make a name for myself in this creative industry."

Example of Persona card

**10-30
Interviews
(1 hour)**

Voice Of the Customer

HOW

Identifying customer needs is primarily a **qualitative research task**.

For example, a customer might be asked to picture him- or herself driving an e-car in the city. As **the customer describes their experience**, the interviewer keeps probing, searching for better and more complete descriptions of how the users travel and manage their errands, when they charge their car and why... The goal is to replicate and assess the experience of the customer. Sometimes the interviews take place at the site where the customer uses the product. This method of data collection is called contextual inquiry.

While it is tempting to simply ask customers, "What are your needs?" customers often have difficulty articulating them. It is much better to infer customer needs from experiential interviews or observation.

The similar traits you observe when you analyse the interviews are the basis to build your Personas.

Personas are a great tool, but they require proper time and resources for qualitative research to collect user insights.

In the Envisioning phase, we will use a lean approach to personas:

Proto-Personas → Quick validation with interviews

Voice Of the Customer

HOW WE DO IT

We will use four steps to bring the Voice Of Customer in the company.



TOOL: PROTO-PERSONAS

The image shows a 'PROTO-PERSONA TEMPLATE' card. At the top left is the 'DIFT' logo, and at the top right is the 'EXPLORE' logo and the 'GELLIFY' logo. The card is divided into four quadrants by dashed lines:

- WHO:** Top-left quadrant, featuring a person icon.
- BEHAVIORS:** Top-right quadrant, featuring a list icon.
- NEEDS & PAINS:** Bottom-left quadrant, featuring a heart icon.
- QUOTES:** Bottom-right quadrant, featuring a quote icon.

At the bottom left of the card, there is a small copyright notice: 'Copyright © GELLIFY S.r.l. All rights reserved.'

Proto-personas

The Proto-Personas card is an essential representation of a user typology.

It contains:

- ▶ A description of who the user is (name, picture, demographics, psycographics)
- ▶ Main behaviors with respect to the product category or problem
- ▶ Needs and pains
- ▶ Quotes that represent users point of views.

It is based on your assumptions and needs to be validated with users.


You can ask some colleagues with customer knowledge or experts to contribute.

TOOL: PROTO-PERSONAS - IN ACTION

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PROTO-PERSONA TEMPLATE

WHO



Camille, 35
Brand Manger
Lives alone

BEHAVIORS

- Hard worker
- Conscious consumer
- Adventure traveler
- Netflix-addicted
- Glovo-lover
- Mac user

NEEDS & PAINS

Works in the suburbs, so needs to drive to work but hates the traffic. Hates doing home cleaning in the weekend after a long week. Always seeks for new things to do.

QUOTES

"I want to do something with purpose"

"I like car sharing but it's dirty and you never find one when you need it"

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