

Customer Insights

Building Insights
Social and Tech Trends
Interview Technique



It's fun but deadly to dive straight into development

Too many ventures race to develop, expending time and resources and ultimately choosing the wrong path.





Discover

Your advantage

You have no:

- Existing products
- Organisational distractions
- Internal competition

You can

- Choose a unique strategy
- Focus on customer value
- Strike out on new ground

Building **genuine insights** is the critical foundation to creating a **strong and unique** product



Observation & Interviews

Create meaningful interaction with users and stakeholders to build strong insights and feedback throughout a product lifecycle



Secondary Research

Immerse in relevant documentation as well as a broad sweep of online resources (reviewing reports, news, sites)



Trends across Industries

Investigate other domains and sectors to find elegant solutions that can be applied to your domain



Social, Cultural and Economic trends

Broader trends affect the relevance and appeal for a product or service. Social factors such as work patterns, health issues, political environments, and entertainment provide insight into a domain. Economic factors build an understanding for the sources and availability of money for services and help in evaluating the timing for an idea.

Build an appreciation for the differences between markets and whether a better opportunity exists elsewhere or how to broaden appeal for an idea.

Tips:

1. Dip into relevant national resources (e.g. Statistiska centralbyrån) for impartial facts and numbers to set the scene
2. Check the latest online statistics for prevailing trends around topics of interest: [Facebook](#) annual report and [Google](#) trends
3. Check relevant economical forecasts that would have a bearing on your domain



Secondary Research

Tech trends

Absorb trends from reputable and impartial sources that can inspire on relevant developments of technology

Try to keep a perspective on relevant trends that will have a **near to mid term impact** that need be leveraged (or mitigated).

Examples:

1. Internet - [Mary Meeker - Internet Trends](#)
2. Design - [Fjord](#), [Frog](#)
3. IT/Tech - [Deloitte Insights](#), [Accenture](#), [McKinsey](#)

Be sure to reflect on solutions and technologies in parallel industries that have been applied (these are often very simple things) that may present opportunities to your domain.

Customer Insights



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Define

Who is the customer?

Until you have reliable and actionable data flowing within your business, and especially at the start of product development, you need to orient yourself around your actual target user. Archetypes are useful tools for this.

Archetype: High level information about a type of person mainly focused on wants, needs & behaviours with attributes defined by goals

Fill in the attached template for each unique customer segment!

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Archetype:

ARCHETYPE NAME		
PICTURE	DESCRIPTION	GOALS
		FRUSTRATIONS
CHARACTERISTICS	BEHAVIOURS AND MOTIVATIONS	NEEDS AND WANTS
PROJECT NAME		

Interviews

What is it?

A research technique using individual interviews with a small number of respondents to explore their perspectives on a particular idea, program or situation

Why do it?

Interviews provide a 'deeper' understanding of a participant's perspective in a domain than would be obtained from quantitative questionnaires or data analysis. It's a chance to let the respondent tell their own story on their own terms



How to do Interviews?



Planning Interviews

1. Define clear goals - establish a set of objectives in order to focus your questions and the scope for the interview. Time is limited in an interview so it's important to stay on target.
2. Plan interviews to uncover the most important needs - be prepared to find that when gathering insights from participants you are more likely to surface relatively simple insights and pain areas that can nonetheless represent powerful opportunities.
3. Avoid rigging interviews to simply validate your existing product or feature ideas
4. Plan and focus interviews on specific domains of your offering or idea - not too broad, not too narrow - you want the output of your interviews to result in actionable insights



Recruitment and Environment

1. Recruit appropriate users – that have the right variety of behaviour, attitude and capabilities in order to get a broad sense of insights
2. In terms of number of participants, focus on quality over quantity - **5-8 well chosen participants** should suffice for deep enough qualitative insights. Beyond this number there are diminishing returns.
3. Find an appropriate location for any interviews – a quiet area without distractions that the participant can relax and be honest
4. Make your interviewee comfortable – dress in a manner similar to them (you dressed in a suit and them in a tracksuit is going to make it feel like a job interview rather than an open discussion).
5. Make sure participants understand you are testing a product or an idea and not the user themselves.



Interview **Scripting** and **Flow**

1. Make sure you begin by explaining the purpose of the interview – what are you trying to achieve?
2. Avoid Yes/No questions and try to keep leading questions to a minimum. A good question is “How you use messaging?” rather than “How often do you use Snapchat?”
3. Avoid debating or disagreeing with a participant at all costs!
4. Avoid talking about your idea!
5. Keep it reasonably short. **Interviews should be less than 1 hour long** and the majority of the time spent should be the interviewee talking and the researcher listening.
6. Try to focus on the interviewee and not on note making. Maintain eye contact, keep a conversation flowing and record the interview rather than getting lost in note making.
7. Thank the interviewee at the end of the process – not only is this polite but you can offer a chance for the interviewee to ask any question of their own at this point too.



Intervjuer

Typical Questions

1. The person

- Tell us about yourself, your character and driving forces
- How would you describe your role?
- What does success look like for you?

3. The problem

- What is the most difficult thing about [the context of the problem]?
- Can you tell us the last time it happened?
- Why was it difficult?
- What have you done to solve the problem?
- What do you think is bad about the solutions you have tried?
- How often do you experience this problem?
- How much do you spend to solve this problem now?

KundInsikter

Collect everything!



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Vi Ses!

