

# QUATRO<sup>4+</sup>

LEADERSHIP & ORGANIZATIONAL DEVELOPMENT

## A Customer Centric Approach Design Thinking Workshop



# QUATRO<sup>4+</sup>

## Our Expertise

Leadership | Organizational Dev. | Sales | Communication

## Our Solutions

Workshops | Org. Programs | Digital Tools | 1:1 Consulting



# Design Thinking

## **What's on the Agenda?**

- + Customer Centric Approach
- + Target Audience & Early Adopters
- + Design Thinking Method
- + Hands On!

# Design Thinking

## By the end of this session

- + Structured process to identify the solution from the user's perspective
- + Tailor-made questions to assess customer engagement & compliance
- + Tools to define the problem and identify early adopters
- + MVP framework with key principles for initial testing



# Customer Centric Approach

Sales-  
Centric

Competitor-  
Centric

Product-  
Centric

Customer-  
Centric

	<b>Sales-Centric</b>	<b>Competitor-Centric</b>	<b>Product-Centric</b>	<b>Customer-Centric</b>
<b>Focus</b>	Immediate sales growth	Tactics and performance of competitors	Features and benefits of the product	Customers' needs and behaviors
<b>Customer Relationships</b>	Short-term, sales-focused	Influenced by competition	Transaction-based relationships	Long-term, meaningful relationships
<b>Market Differentiation</b>	Through aggressive sales promotion	Through outperforming competition	Through product innovation and superiority	Through understanding and catering to unique customer needs
<b>Role of Customer Feedback</b>	Used for sales strategy	Used for competitive analysis	Important for product development	Critical for continuous improvement and personalization



A woman in a dark blazer is shaking hands with another person across a wooden table. On the table, there are two coffee cups, one in a teal cup and one in a glass mug. The woman is smiling and looking towards the other person. A thick teal diagonal line runs across the image from the top right to the bottom left.

**IT'S ALL ABOUT  
THE OTHER PERSON**



A person wearing a light-colored, vertically striped button-down shirt with their hands clasped in front of them. The image is partially obscured by a large, diagonal teal graphic that cuts across the right side. The text 'It's Hands-on Time!' is written in a bold, black, sans-serif font on the teal background.


**It's  
Hands-on  
Time!**

# Customer Centric Approach

Describe the problem in one sentence

Describe the solution in one sentence

Who are your users & early adopters?



**If you try to  
please everyone,  
you won't please  
anyone.**





# Unique Value Proposition - UVP

## What's in it for you?

# Define your TARGET AUDIENCE

**1**

Who suffers the most  
from the problem?

**2**

Who can most benefit  
from the idea?

**3**

List their  
demographics





# Who would be your **EARLY ADOPTERS?**

- + Already trying to improvise solutions themselves.
- + More innovative by nature.
- + You have quick access to them.



# START WITH THE CUSTOMER!

## Observe & Ask:

1. Do they encounter the problem / need?
2. What are they currently doing to solve it?
3. What are the implications of the problem?
4. Does your idea address their need?
5. Do they express interest and willingness to use it?
7. What are the benefits of the idea?
8. What are the downsides?
9. What challenges do they predict?





# START WITH THE CUSTOMER!

## Ask:

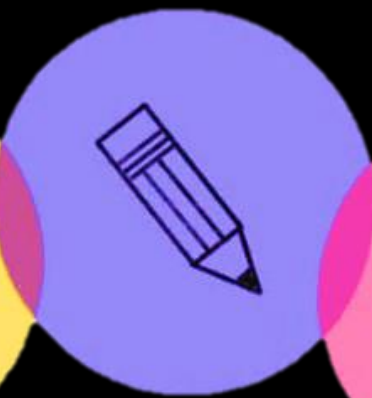
1. What is the main value/benefit you get from our services?
2. Do you encounter any problems with our service?
3. If yes: What are you currently doing to solve it/mitigate it?
4. What are the implications of the problem?
5. Do you have any measurable data to emphasize the need?
6. If you could upgrade our services, what would you do?



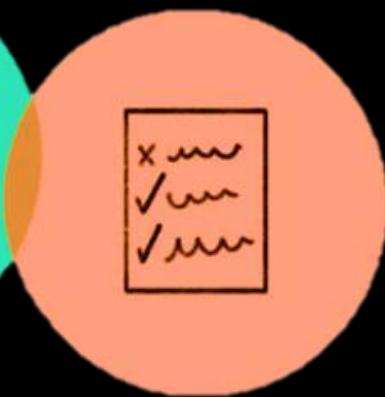
EMPATHIZE



IDEATE



TEST



DEFINE

PROTOTYPE

# STEP #1

## EMPATHIZE

- + Get to know your user
- + Observe & Engage
- + Understand user's pain point
- + Set aside your assumption
- + Discover explicit and implicit needs



# STEP #1

# EMPATHIZE

## TOOLS

- + "A day in a life"
- + Interviews & Focus groups
- + 5 Why's





# STEP #1

# EMPATHIZE

## TOOLS

- + "A day in a life"
- + Interviews and Focus Groups
- + 5 Why's
- + "Mystery Shopper"



# STEP # 2

## DEFINE

- + Analyze the data from step 1
- + Identify core problems
- + Prioritize: intensity | frequency | urgency



# STEP # 2

## DEFINE

### From Data to Insights: Customer Centric Mapping

- + Customer Journey
- + Affinity Map
- + Empathy Map





# Empathy Mapping



**Said**



**Did**



**Thought**



**Felt**

# STEP # 2

## DEFINE

- + Analyze the data from step 1
- + Identify core problems
- + Prioritize: intensity | frequency | urgency
- + Define problem statements



# 4 TRAITS OF A GOOD PROBLEM STATEMENT

- + Human-Centered
- + Broad enough for creative freedom
- + Narrow enough to make it manageable
- + Begins with a verb

**How can we...?**





How would we  
**MEASURE  
SUCCESS?**

Time | Quantity | Quality



# IMPACT: Customer Centric

Define the **UNIQUE VALUE** of the idea

Who are the **USERS & EARLY ADOPTERS?**

Quantitative data from **OBSERVATION & INTERVIEWS**  
with potential customers & users.

- 1.
- 2.
- 3.
- 4.
- 5.

How would you measure **SUCCESS?**  
Time | Quantity | Quality

# STEP # 3 IDEATE

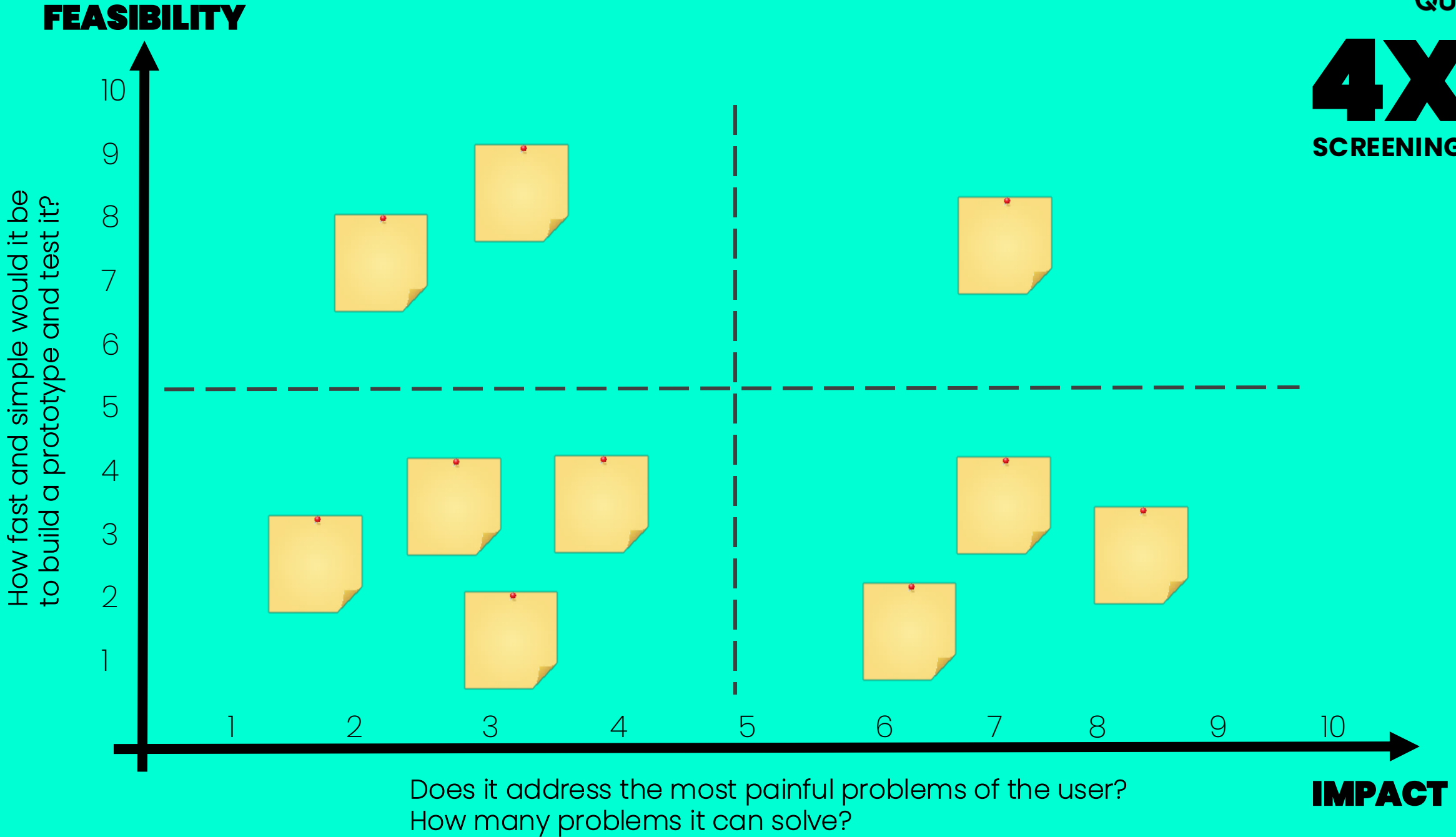
## TOOLS

- + Systematic Inventive Thinking
- + SCAMPER
- + 4 X 4



# 4X4

SCREENING TOOL





# STEP # 4

## PROTOTYPE

The aim of a prototype is NOT to have a working model but to **give a form to in idea!**

Cardboard | Paper mockups | Digital mockups  
Storyboards | Sketches and Diagrams | Simulations

# PROTOTYPE

How can we test the idea's

**VALUE & FEASIBILITY**

with minimum budget,  
time and manpower?

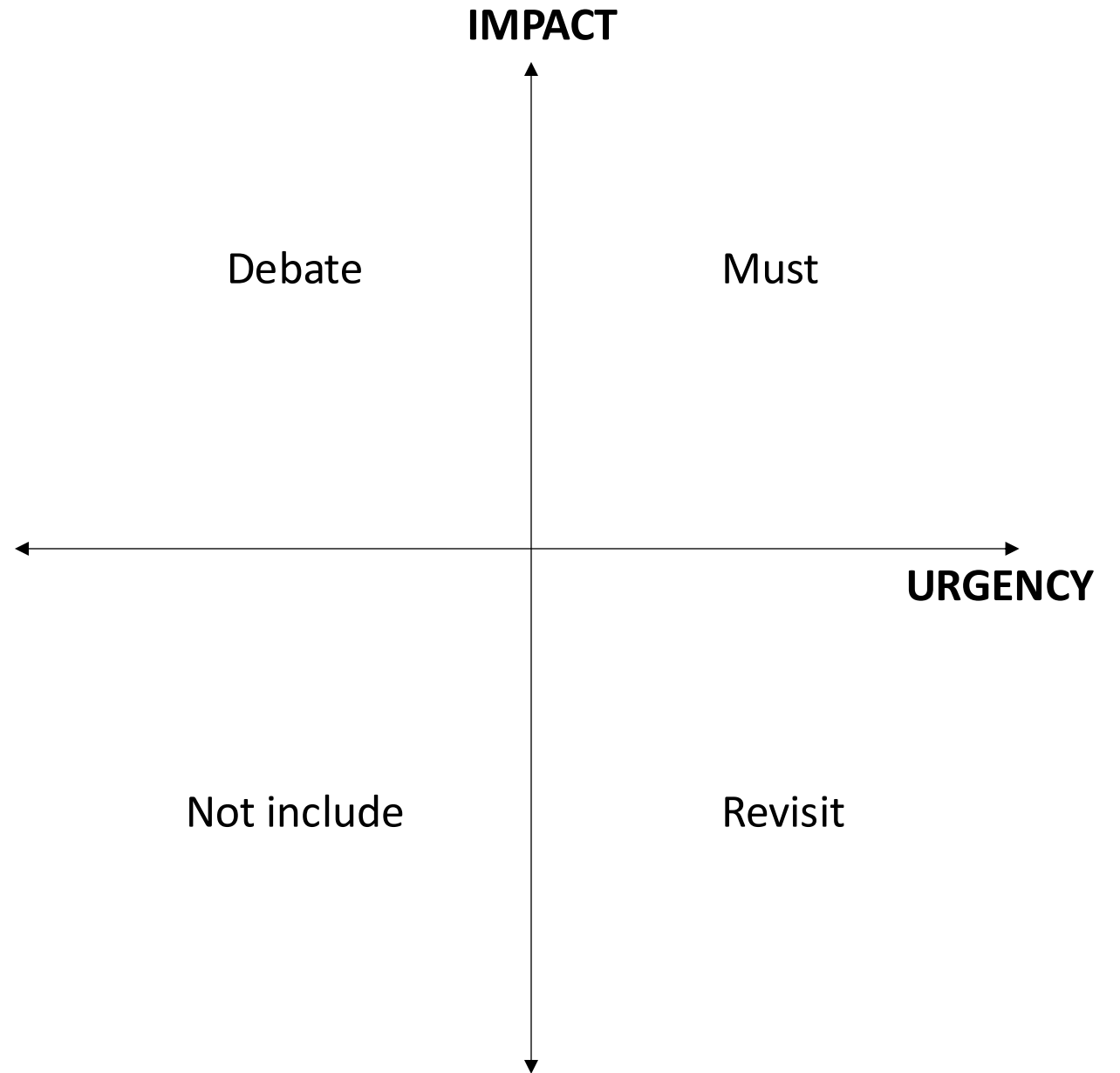
**SHOULD** we build this product / service?

Can we make money out of it?

Can we prove its feasibility?

# MVP MATRIX

List of user needs



# STEP # 5

# TEST

- + Users try out your prototype
- + Encourage them to share any kind of feedback
- + Users' response determine if your prototype will be rejected, re-constructed or accepted.



# STEP # 5

## How to conduct a USER TEST?

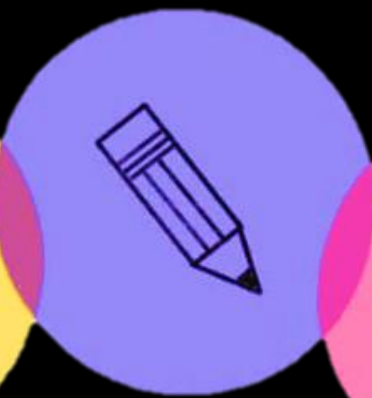
- + Setting & Context
- + How to interact with the user?
- + How to observe and capture feedback?



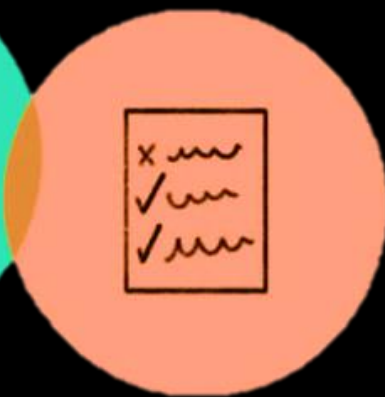
EMPATHIZE



IDEATE



TEST



DEFINE

PROTOTYPE



# What's Next?

- + Define my **Target Audience & Early Adopters**
- + **Interview** at least 5 potential customers
- + Define the **Problem Statement & Measures to Success**
- + Hone my **UVP**
- + Define my **Must Have (MVP)** features to test



# Design Thinking Template

## Your Solution

### 1<sup>st</sup> Task:

#### EMPATHIZE

Interview your peers to understand what problems they experience.

List the problems and needs:

- 1.
- 2.
- 3.
- 4.
- 5.

**Prioritize the problems** according to:  
intensity | frequency | urgency

### 2<sup>nd</sup> Task:

#### DEFINE the PROBLEM STATEMENT

How can we....?

### 3<sup>rd</sup> Task:

**IDEATE** and create innovative solutions.  
Which **SOLUTION** would be worth to test?