



What do your customers really want?

the Why, How, and What Now of customer feedback

Why do we gather customer feedback?

1. Feedback clarifies who your customer actually is
 - a. psst... it's not everyone!
2. Feedback helps you design with the customer as the focal point
 - a. get very clear on the hopes, dreams, challenges of your smallest viable audience
3. Feedback enables you to test the assumptions you make

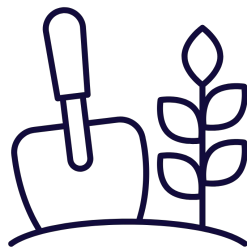
How do we gather customer feedback?

1. Follow “The Mom Test”
 - a. Talk about their life instead of your idea/assumption
 - b. Ask about specifics on the past instead of generics or opinions about the future
 - c. Talk less and listen more
2. Ask Good (and Important) Questions
3. Avoid Bad Information

Now what do we do with customer feedback?

1. Capture information immediately
 - a. Feedback should be able to be easily sorted, mixed, rearranged, and retrieved
2. Share the feedback with your team
3. Determine next steps
 - a. Prioritize: Urgency, Frequency, Value
 - b. Who is doing what by when?

dig deeper ...



write out your assumptions

what do you want to learn from your customer?

- Is what you are currently doing actually working?
- Is that negative feedback on Yelp true for your core customer base?
- Does your burgeoning idea have any legs?
- What top-of-mind problem(s) is your customer desperate to solve?
- How do you improve the customer experience?

fill in the blanks ...

- my product/service is for people who believe _____
- my product/service is for people who want _____
- my product/service will help people move from
_____ to _____

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

7 What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?

GAINS

What are their wants,
needs, hopes and dreams?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

What other thoughts and feelings might motivate their behavior?

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

ask good questions

- How do you do X today?
- What are the 3 big things you are trying to fix/improve?
- What are your big goals and focuses right now?
- Why do you want that?
- What would that let you do?
- What is your biggest annoyance right now?
- What are the implications of that?
- Talk me through the last time that happened...
- What else have you tried?
- How do you deal with it now?
- How much time do you spend dealing with X now?
- Tell me more about that ...
- Why haven't you been able to fix this already?



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