



Joe Vansyckle

LEADERSHIP CONSULTANT AND COACH

Making it Easy to Thrive

The Most Important Voice in the Room

Bringing the Voice of the Customer into products and Services

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THE INNOVATOR'S METHOD

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CEO

| **JEFF DYER**
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INSEAD

CUSTOMER JOBS TO-BE-DONE

QUANTITATIVE RESEARCH

Advice Interviews
Usability Studies
Contextual Interviews
Diary Studies
Ethnographic Excursions

Purpose: To gain a rich understanding of a small group of customer's behaviors, journeylines, and jobs-to-be-done.

QUALITATIVE RESEARCH

A/B Testing
Surveys
Multivariate Testing
Traffic Analysis

Purpose: To gain enough statistical significance with a representative sample to confidently predict whether your insights are applicable to the rest of your customers.

JOBS-TO-BE-DONE

ELEMENTS OF JOBS-TO-BE-DONE



EMOTIONAL

“Help me feel”

- “Help me feel less anxious about my baby’s well-being while I sleep.”
- “Help me know that there’s a second set of eyes watching over my newborn—they mean the world to me.”



SOCIAL

”Help me seem”

- “Help us seem like good parents—to our extended family, to our friends.”
- “Help us seem like good parents—to our extended family, to our friends.”



FUNCTIONAL

“Help me do”

- “Help us to conveniently monitor our infant’s health from a distance.”
- “Help us know when there’s a potential issue with our baby’s health and vital statistics.”

TABOO FOR CUSTOMER DISCOVERY

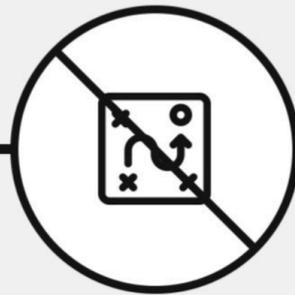
In high-uncertainty situations, **DO NOT RELY** (solely) on the following traditional marketing tools:



SURVEYS



FOCUS GROUPS



**3rd PARTY
MARKETING STUDIES**



**ANALYST
REPORTS**



NEWS ARTICLES

EASE OF EXECUTION AND DEGREE OF INSIGHT

SPECTRUM OF CUSTOMER DISCOVERY

LOW RESOURCE QUANTITATIVE
LIMITED INSIGHT

HIGH RESOURCE
QUALITATIVE HIGH INSIGHT



SURVEYS



**MARKET
RESEARCH REPORTS**



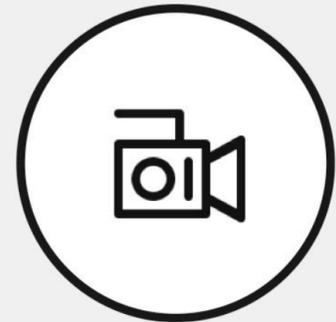
**FOCUS
GROUPS**



1:1 INTERVIEWS



**CONTEXTUAL
INTERVIEWS**



**ETHNOGRAPHIC
OBSERVATIONS**

IDENTIFYING JOBS-TO-BE-DONE



ADVICE INTERVIEWS

1:1 Interview

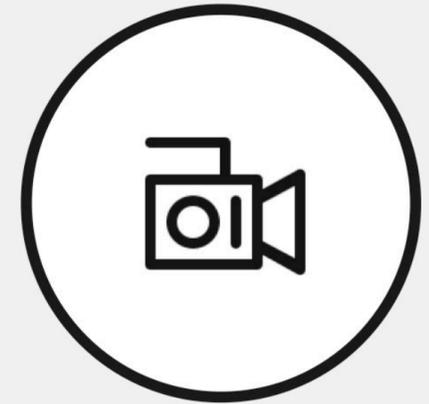
Quick, low-commitment approach to initial customer immersion



CONTEXTUAL INTERVIEWS

An in-context conversation with your customer

Show-and-tell experience that uncovers hidden insights



ETHNOGRAPHIC OBSERVATIONS

Capture the habits, behaviors, and quirks of our subjects in the wild.

Allows you to uncover insights that would never come up when you're actively on-scene.

SOCIAL JOBS

- What relationships do you value most at work?
- Who are you the most afraid of displeasing at work?
- Who are you the most motivated to do a good job for?
- If could control what your colleagues think about you, what would you like them to think?

SOCIAL JOBS CONT.

- Think back to the last time a customer / colleague was so mad at / disappointed in you / your company, etc. that they yelled at you. Describe that situation for us. What happened? How did you feel?
- Think back to the last time a customer/colleague was delighted/thanked you – describe this situation for us.

EMOTIONAL JOBS

- What gives you the most frustration?
- What are some of your pet peeves in your role?
- If there is one thing you could change about your work, environment, role, co-workers, etc what would that be?
- What is one thing you would change about your career experiences so far?
- Why have you stuck with this company, role, career?

BEST PRACTICES

- Have at least 2 team members present
- Always request permission to record the interview
- Get referrals – what additional people should you contact?
- Leave the door open in case you need to come back to the customer to get additional info
- Debrief immediately following the interview – what was different than what you expected

Private Engagements

Our workshops cover a range of innovation topics in a highly engaging, hands-on, and experiential manner—ensuring that participants are not only exposed to key innovation concepts but also gain first-hand experience applying them to real-world challenges.

TRAINING | SPRINT | JOURNEY



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