The Most Important Voice in the Room
Bringing the Voice of the Customer into products and Services

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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.”

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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

[Innovator's DNA Logo]
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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