



Experiment 11

Check Your Assumptions

When undertaking customer experience projects, it's always good to keep your assumptions in check.

Use this simple test to spark reflection and dialogue. For each of the following questions, answer "true" or "false":

QUESTIONS

1. Customer experience is all about marketing:
2. Customer experience revolves only around a product:
3. Secondary research is enough to understand customer experience:
4. Qualitative research is not enough to understand customer research – in fact, any research that's not statistically significant is not worth anything:
5. There's no way 8-10 interviews can give enough information to understand customer experience at the organization:
6. Experts are required to carry out qualitative research:
7. Why listen to the customer? Steve Jobs of Apple said customers don't know what they want:
8. Customer experience requires a shift to a culture that rewards staff for solving customer problems and deepening customer relationships:
9. A journey map can be generated to describe the desired experience for a new offering:

TIME

30 minutes

ROLES

Individual exercise

MATERIALS

None

USE IT WHEN

- Before you begin **Customer Experience Toolkit** Chapter 3: Planning and Taking Action, be sure to cover the basics concepts in Chapter 2: Starting with Your Customers

USE IT TO

- Challenge your current knowledge on the use of tools to learn about your customers

“Design is more than the aesthetics and artifacts associated with products; it’s a strategic function that focuses on what people want and need and dream of, then crafts experiences across the full brand ecosystem that are meaningful and relevant for customers.” Mauro Porcini, Chief Design Officer, PepsiCo