Experiment 18
Create Insights Cards

How do you communicate the voice of your customer in high-level meetings?

Insights cards are tools that cleverly address that moment at a meeting when you sense the customer focus getting lost. Build insights cards from your work by gathering understandings from personas, needs, and goals.

STEPS

1. Collect some quotes from previous experiments that involved direct interaction with customers.

2. Write one quote on a blank piece of cardboard and use it as an insights card.

EXPERIMENTS IN ACTION: BRADESCO, BRAZIL

During a customer centricity design project with Bradesco, one of Brazil’s largest financial service providers, the team performed an exercise that tested managers’ assumptions about customers. At a board meeting, the team showed managers photos of people who’d been interviewed and very basic profiles about them (male/female, age, where they lived). Managers were then asked whether they thought customers owned their homes, liked technology, liked savings, had credit cards, were literate/illiterate, etc.

Results were quite interesting because most assumptions and knowledge of lower-income customers in Recife, Brazil, were ultimately tested.

USE IT WHEN

- As a prompt at board meetings or in “Daily Conversations about Customer Experience”

USE IT TO

- Challenge participants’ assumptions at meetings
- Course correct when you feel the conversation is shifting to talk about technical breakthroughs as offerings, rather than addressing customer behaviors