



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