SaaStr BUILD

Session Title

How to Make Customer Insights An Integral Part of Product Development and Company Strategy

Asana

Housekeeping Notes

- Most of you are viewing this session from our event platform, which we hope you are enjoying! To submit a question to the speaker - you can use the “Question” feature positioned on the right rail of your screen

- If you’d like to be on directly with the speaker, click the **join us on stage button** (found below the player) -- we’ll take questions at the end

- Interactive, 20 minute presentation and 20 minute networking. We encourage you to keep your cameras on, and audio muted

- These sessions will be recorded and available post event

Customer Insights & Product Development

How to incorporate the customer perspective throughout the product planning and development cycle at any scale.

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What we'll cover

- Intro (me & the topic)
- Double-diamond re-fresh
- Customer Need types & Techniques to address
- A year in the (product) life
- Discussion

Intros...

asana

Intros...

Design
IA
PM
Research

asana

Intros...

Intros...

Intros...

Sapient
MARRIOTT
Design
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Intros...

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Intros...

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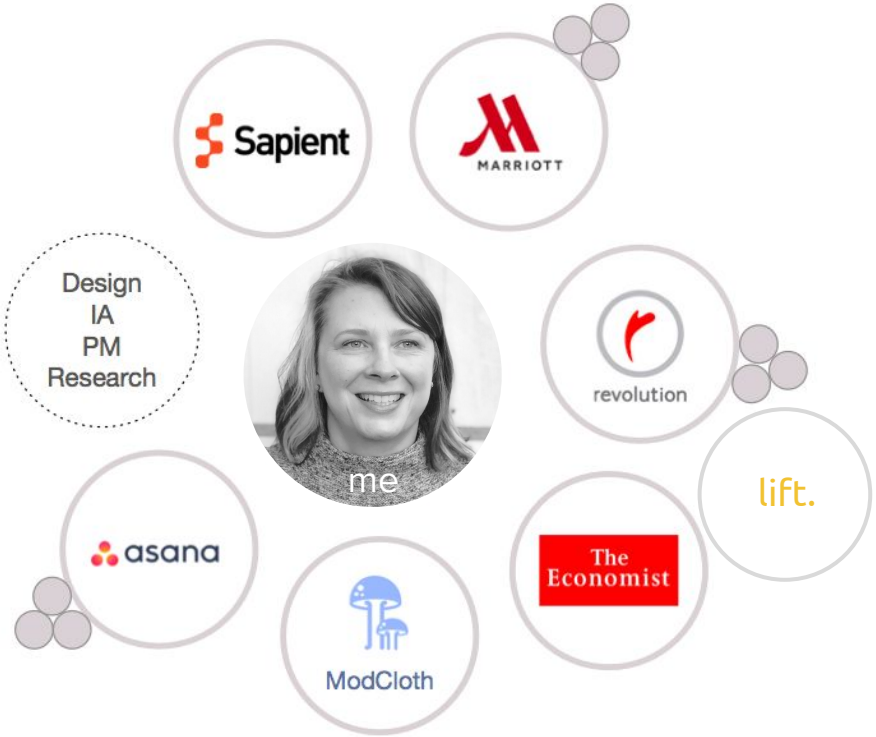
asana
The Economist

Intros...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Intros...

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Status quo isn’t working

Status quo isn’t working

Cramming

Status quo isn’t working

Cramming

Half-baked ideas

Status quo isn’t working

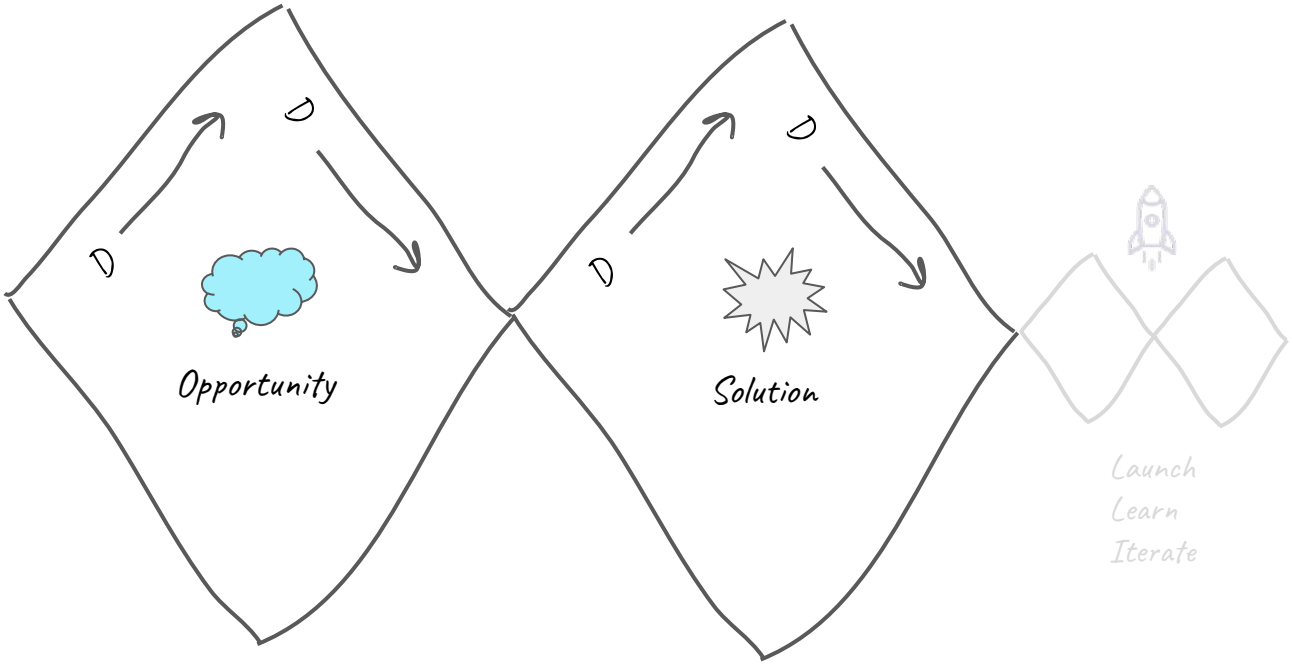
Cramming

↓

Half-baked ideas & Missed opportunities to innovate

But first...

Quick review: Double Diamond



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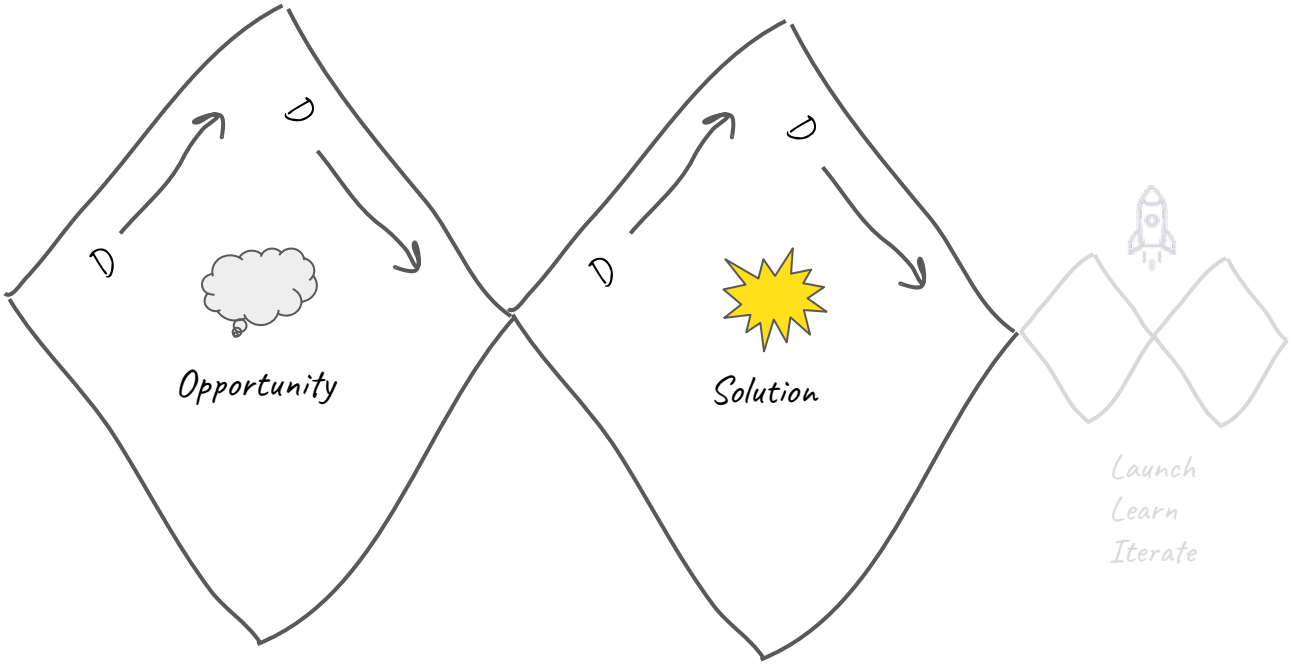

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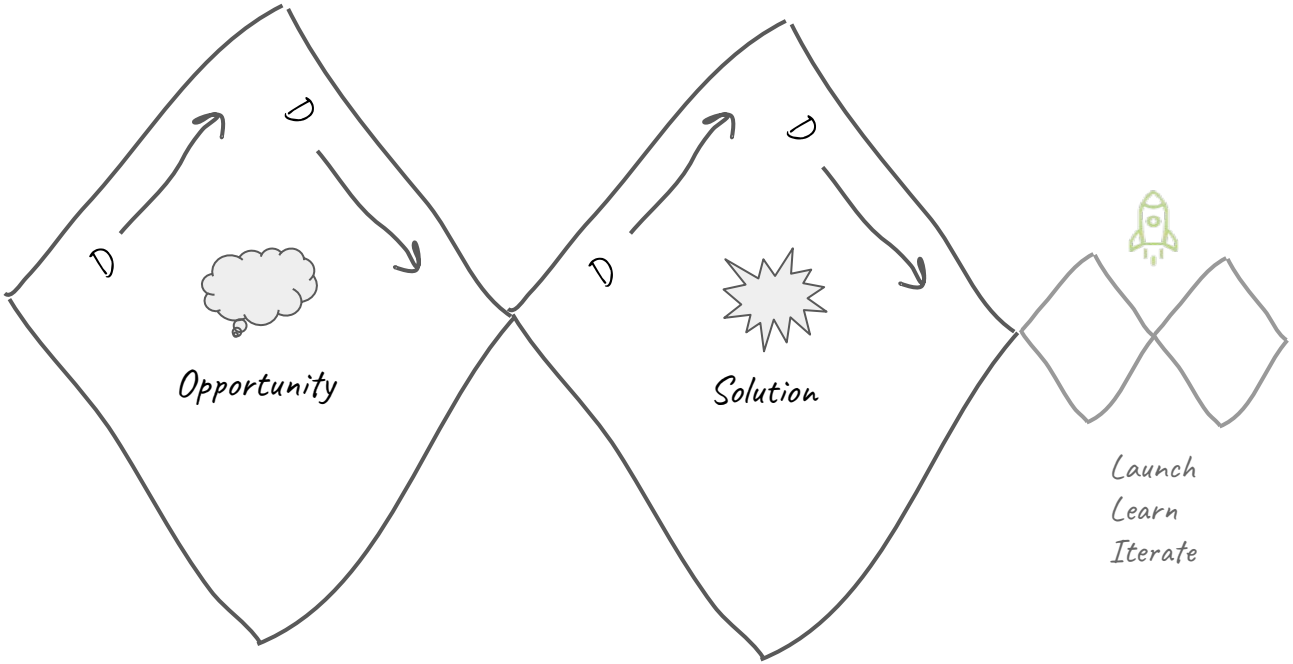
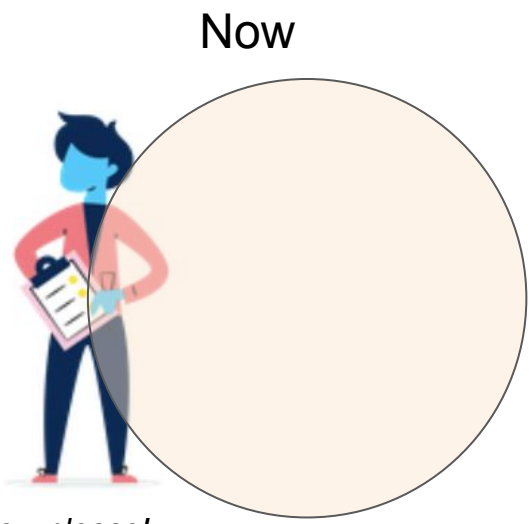


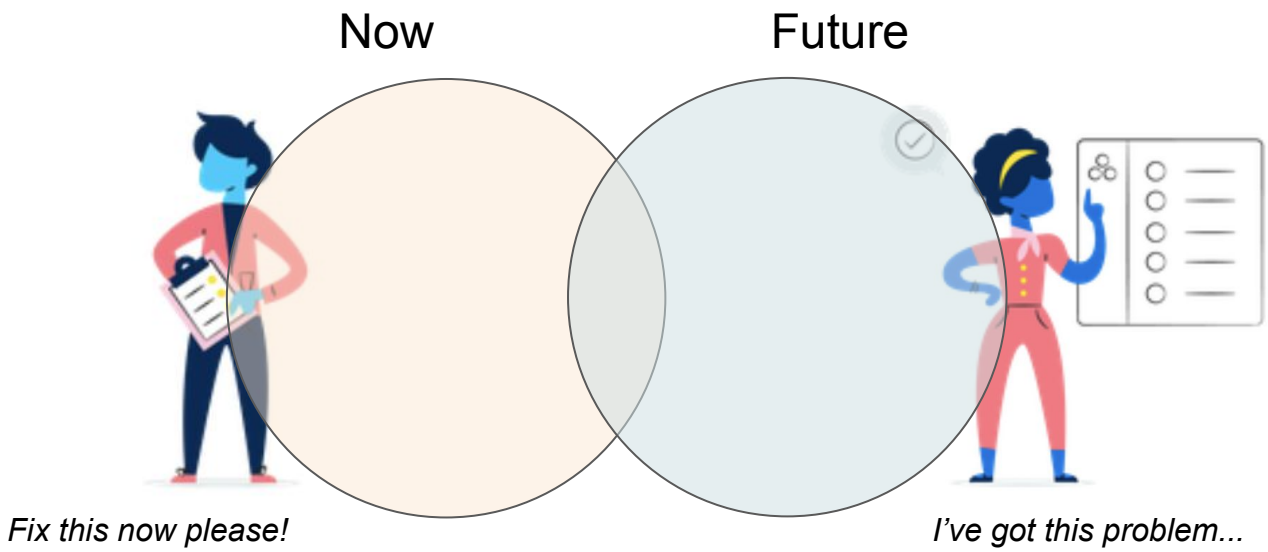
Needs framework

Customer Needs

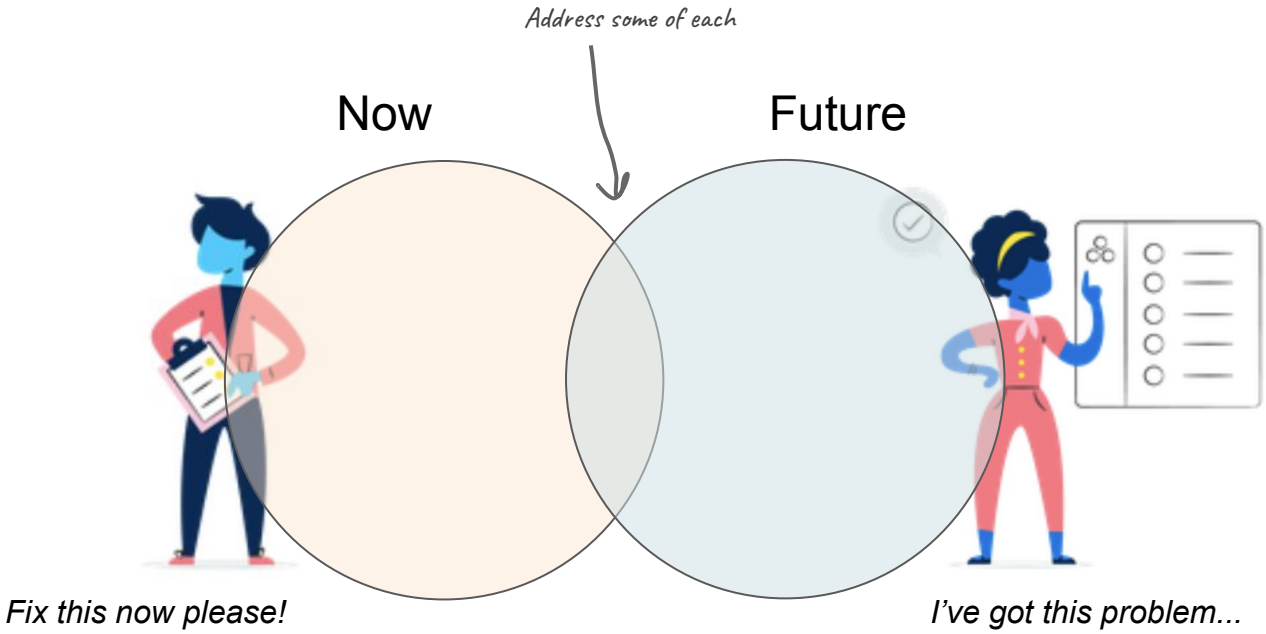


Fix this now please!

Customer Needs



Customer Needs



NOW Needs

Push → comes to you

(automate)

NOW Needs

Pull → Seek it out

(ad-hoc or planned)

NOW Needs: Voice of Customer

Push

1
Outline Business Priorities

2
Aggregate customer needs across listening channels

3
Prioritize : competitive intelligence and business strategies

4
Single ranking of customer needs

NOW Needs: Digests

Push

VoC Digest | Set status

Overview | List | Board | Timeline | Calendar | Dashboard | More...

83 | Join | Search

+ Add task

#	Task name	
1	VoC Digest for 2021-03-06 (NPS Responses)	Mar 18
2	VoC Digest for 2021-02-15 (NPS Responses)	
3	VoC Digest for 2021-02-08 (NPS Responses)	
4	VoC Digest for 2021-02-01 (NPS Responses)	
5	VoC Digest for 2021-01-25 (NPS Responses)	
6	VoC Digest for 2021-01-18 (NPS Responses)	
7	VoC Digest for 2021-01-11 (NPS Responses)	
8	VoC Digest for 2021-01-05 (NPS Responses)	
9	VoC Digest for 2020-12-28 (NPS Responses)	10
10	VoC Digest for 2020-12-21 (NPS Responses)	1
11	VoC Digest for 2020-12-14 (NPS Responses)	
12	VoC Digest for 2020-12-07 (NPS Responses)	
13	VoC Digest for 2020-11-30 (NPS Responses)	
14	VoC Digest for 2020-11-23 (NPS Responses)	
15	VoC Digest for 2020-11-16 (NPS Responses)	1
16	VoC Digest for 2020-11-09 (NPS Responses)	
17	VoC Digest for 2020-11-02 (NPS Responses)	1
18	VoC Digest for 2020-10-26 (NPS Responses)	
19	VoC Digest for 2020-10-19 (NPS Responses)	2
20	VoC Digest for 2020-10-12 (NPS Responses)	
21	VoC Digest for 2020-10-05 (NPS Responses)	

✓ Mark complete

VoC Digest for 2021-03-06 (NPS Responses)

Assignee: Beth

Due date: Mar 18

Projects: VoC Digest (no section)

Dependencies: Add dependencies

Description: Comment (6/10): I would like to get 'like' notifications on mobile.

+ Add subtask

Leah Wiedenmann created this task. 3 minutes ago

Ask a question or post an update...

Collaborators + | Leave task

NOW Needs: Customer Co-creation

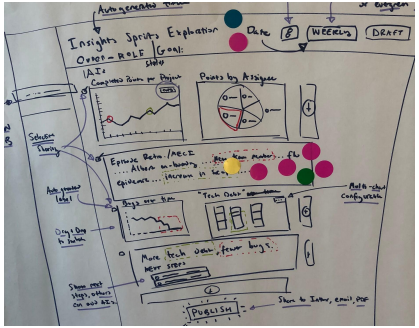
Pull

Asanas + Customers

Prompt:

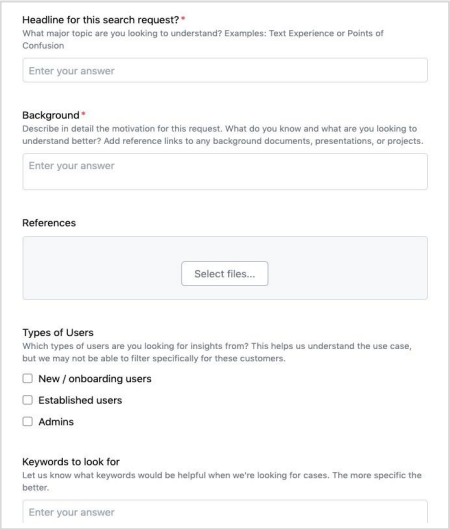
A **[user type]** who feels **[negative feeling]** about **[reason]** needs to **[action]** but faces **[obstacle]**.

Group sketch



NOW Needs: VoC Consult

Pull



Headline for this search request? *
What major topic are you looking to understand? Examples: Text Experience or Points of Confusion

Enter your answer

Background *
Describe in detail the motivation for this request. What do you know and what are you looking to understand better? Add reference links to any background documents, presentations, or projects.

Enter your answer

References

Select files...

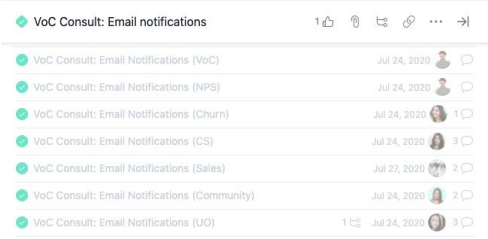
Types of Users
Which types of users are you looking for insights from? This helps us understand the use case, but we may not be able to filter specifically for these customers.

- [ ] New / onboarding users
- [ ] Established users
- [ ] Admins

Keywords to look for
Let us know what keywords would be helpful when we're looking for cases. The more specific the better.

Enter your answer

1. Submit [VoC Consult Form]

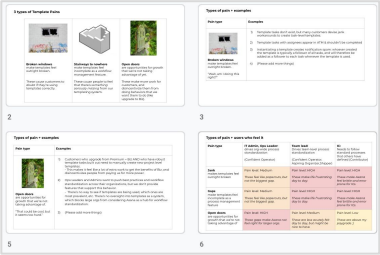


VoC Consult: Email notifications

VoC Consult: Email Notifications (VoC)	Jul 24, 2020
VoC Consult: Email Notifications (NPS)	Jul 24, 2020
VoC Consult: Email Notifications (Churn)	Jul 24, 2020
VoC Consult: Email Notifications (CS)	Jul 24, 2020
VoC Consult: Email Notifications (Sales)	Jul 27, 2020
VoC Consult: Email Notifications (Community)	Jul 24, 2020
VoC Consult: Email Notifications (UO)	Jul 24, 2020

2. Schedule meeting and assign tasks to appropriate XFN team

Asana team



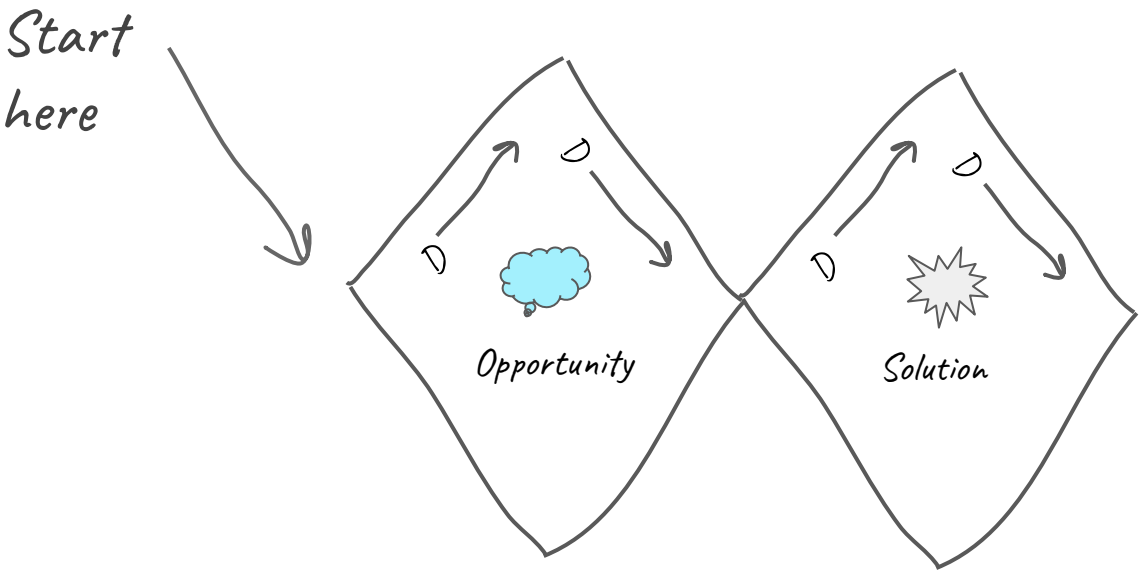
3. Roundtable discussion and summary notes

Addressing FUTURE Needs

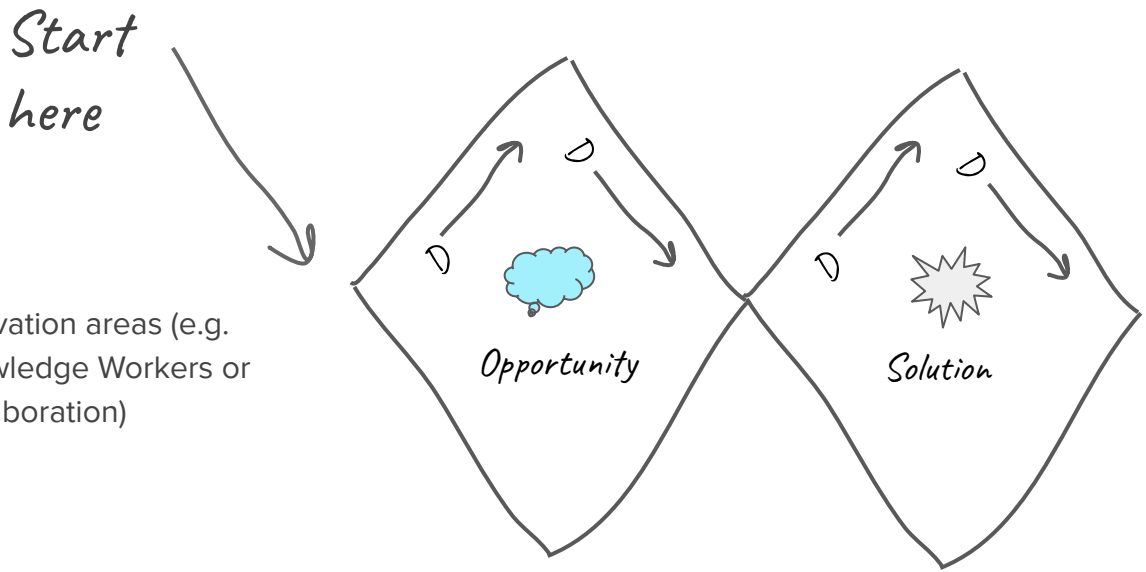
Strategic/organizational

& Activity/spikes

Addressing FUTURE Needs

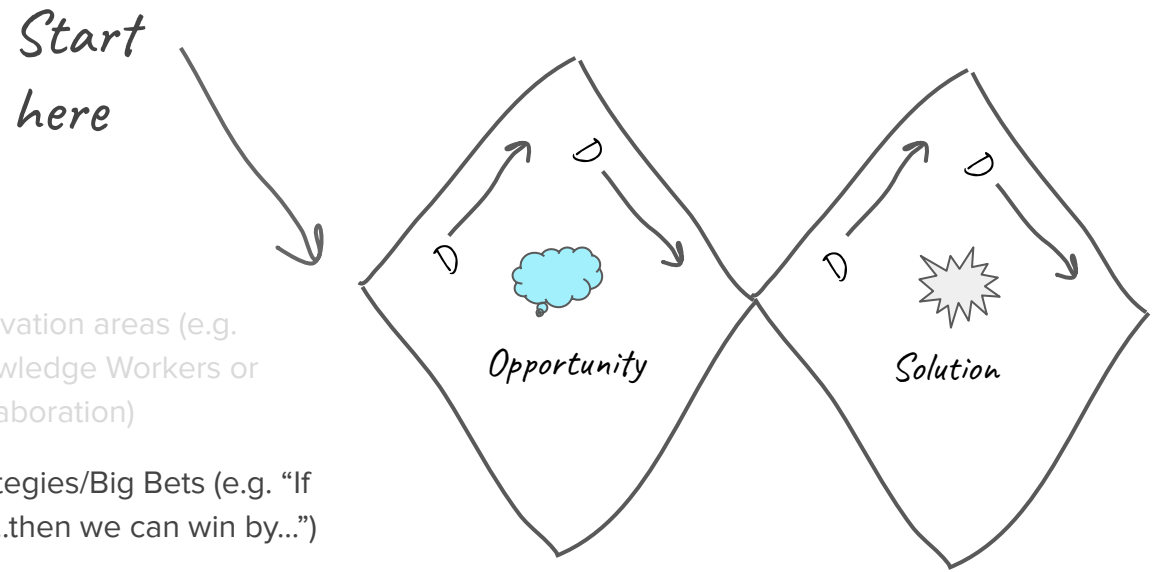


Addressing FUTURE Needs



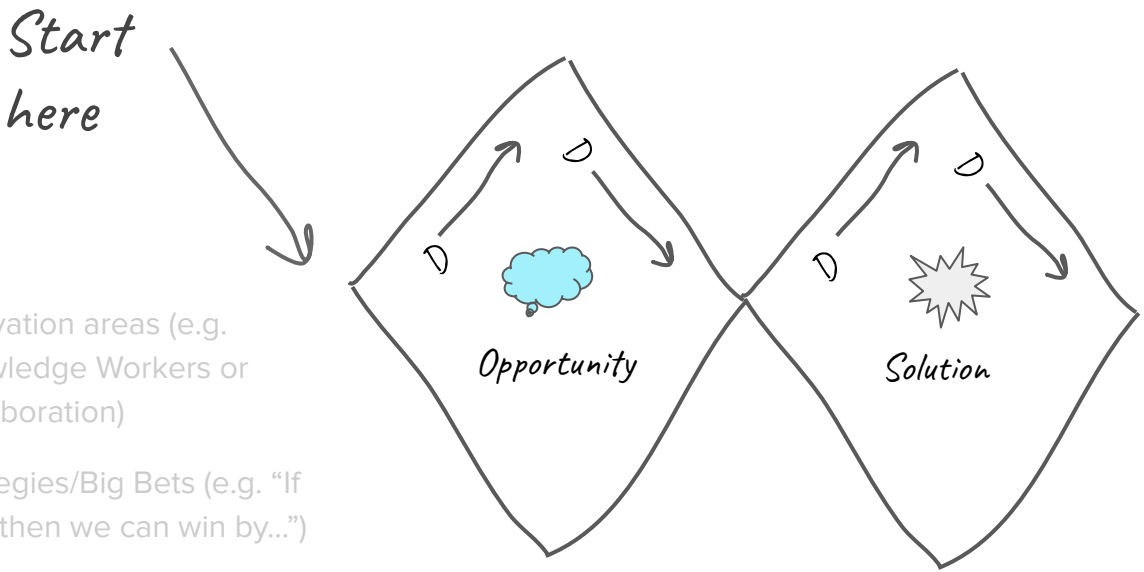
- Innovation areas (e.g. Knowledge Workers or Collaboration)

Addressing FUTURE Needs



- Innovation areas (e.g. Knowledge Workers or Collaboration)
- Strategies/Big Bets (e.g. “If we….then we can win by…”)

Addressing FUTURE Needs

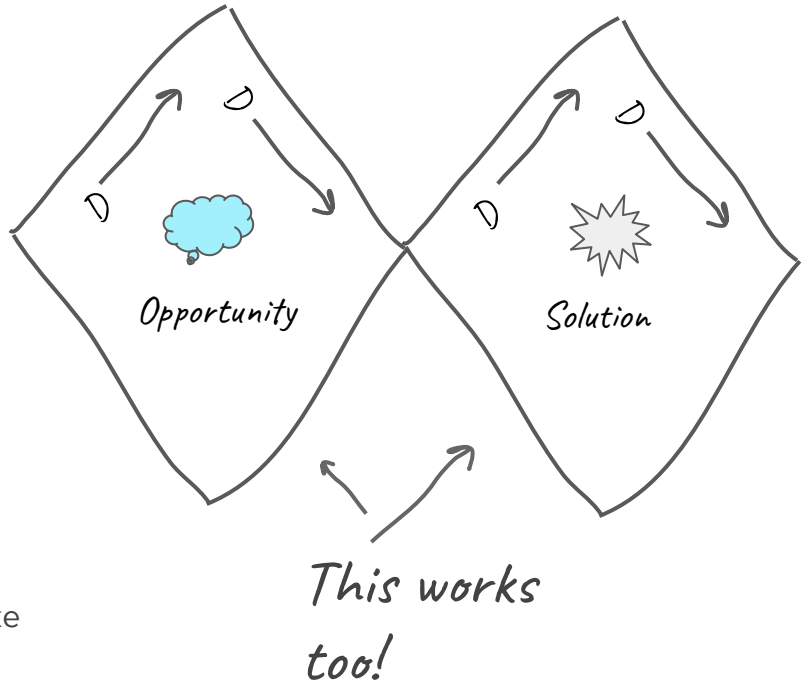


- Innovation areas (e.g. Knowledge Workers or Collaboration)
- Strategies/Big Bets (e.g. “If we....then we can win by...”)
- AoRs

Addressing FUTURE Needs

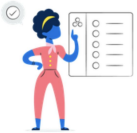
Start here

- Innovation areas (e.g. Knowledge Workers or Collaboration)
- Strategies/Big Bets (e.g. “If we....then we can win by...”)
- AoRs
- Ad-hoc → 11 Star, Ideation spike



FUTURE Needs: 11 Star

Ad-hoc



What does a three star experience look like?

What's good enough?

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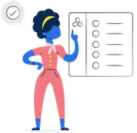
FUTURE Needs: 11 Star

Ad-hoc

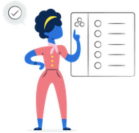


What does a five star experience look like?

What's excellent?

FUTURE Needs: 11 Star

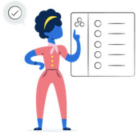
Ad-hoc



What does an eleven star experience look like?

What is excellent, unexpected and beyond imagination?

FUTURE Needs: Ideation Spike



9/29
Take output of strategy working deck, and narrow down to 10 big bets

PTM

10/2
Generate HMWs based on these 10 big bets and decide target customer

Design Pillar Leads + PTM

10/5
Do abstraction laddering to refine the list of HMWs that are not too abstract, and not too concrete. Choose a couple of HMWs for each strategy.

Sara +

10/7
Work with DesignMap to prep for facilitation and align on the agenda for the day long ideation session

Sara +

10/12-10/16
Run 5 days of ideation sessions (2 topics per day) alongside DesignMap

Facilitators: Sara + DesignMap

Attendees: PD, PM, UXR + others

10/18-10/21
Clean up output of the sessions to present at Octobers product planning meeting on the 23rd

Sara +

Facilitating workshops, Design Sprints, Whiteboarding, Sketching, Collaboration

Real world example

From → To

From a world where we...

- Cram last minute
- Ship half-baked ideas
- React to competitors and requests
- Staff a rote production line of employees

From → To

From a world where we...

- Cram last minute
- Ship half-baked ideas
- React to competitors and requests
- Staff a wrote production line of employees

to

To a world where

- There's space for creativity
- We balance learning with serving
- Category-defining experiences
- A company known for inspiration, reward and growth

A Year in the Life...

Roadmapping: What pains should we address?

H2	July	Aug	Sept	Oct	Nov	Dec
Push	NPS/Churn	NPS/Churn	NPS/Churn VoC	NPS/Churn	NPS/Churn	NPS/Churn
Pull/Spike				Ideation wk		
Culture			AoR Share			
Ad-hoc	VoC Consult					

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A Year in the Life...

Roadmapping:
How should we address?

H2	Jan	Feb	Mar	Apr	May	June
Push	NPS/Churn	NPS/Churn	NPS/Churn	NPS/Churn	NPS/Churn	NPS/Churn
Pull/Spike					Hack-a-thon	Customer Jam
Culture	AoR Share					
Ad-hoc		Customer interviews		VoC Consult/ Panel	11 Star	

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Start here...

Easiests/highest leverages techniques

Now needs → **VoC Consult**

Future needs → **AoRs**

Resources

- 11 Star Experience
- A More Beautiful Question

Discussion

Go deep

What do you want to learn more about?

Weekly Digests

Customer panels

Ideation week

Something else

VoC

Customer co-creation

Cadences

VoC Consult

Hack-a-thon

AoR

THANK YOU

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