

Your customer



STEP 1

Which customer cohort are we focusing on?

Pre-existing knowledge



STEP 2

What are this customer cohort's top 3 needs that we know for a fact? (for example, from previous research or statistics)

- 1.
- 2.
- 3.

What are this customer cohort's top 3 main expectations of us?

- 1.
- 2.
- 3.

Hypothesis

STEP 3

What vulnerabilities have recently been revealed in our customer service / product / offering?

STEP 4

How do we believe this customer cohort's expectations and needs have changed recently?

Example

Are they contacting us more/less?
Why do we think that is?
What questions are they asking us?
Why do we think they are asking us this?



STEP 5

What has surprised us in how this customer cohort have recently engaged with our customer service / product / offering?

STEP 6

Hypothesis statements:

Based on our thinking in question 3-5, what hypothesis can we draw at this moment in time?

Remember a hypothesis is not a fact, it is a statement made on the basis of limited evidence as a starting point for further investigation

Example

We believe our customers are buying more locally because they have realised the importance of community and want to support businesses in their own area.

1. We believe.....
because...
2. We believe.....
because...
3. We believe.....
because...

Action



STEP 7

What action points do we need to take to validate or disprove our hypothesis?

Example 1

Think about what we can do now, next, later as way to prioritise our actions.

Example 2

Think about roles and responsibility.
What action point can be assigned?