

MK391: Introduction to Innovation

Class 2 : Customer Insight

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Adj. Prof. Patiwat Panurach
Innovation2011TU@gmail.com

Key concepts of marketing

What the customer wants

Who is the customer

How to learn what the customer wants

Exercise

The Fundamental Principle of Marketing

Product characteristics
shape
Customer targeting



Customer wants
shape
Product characteristics

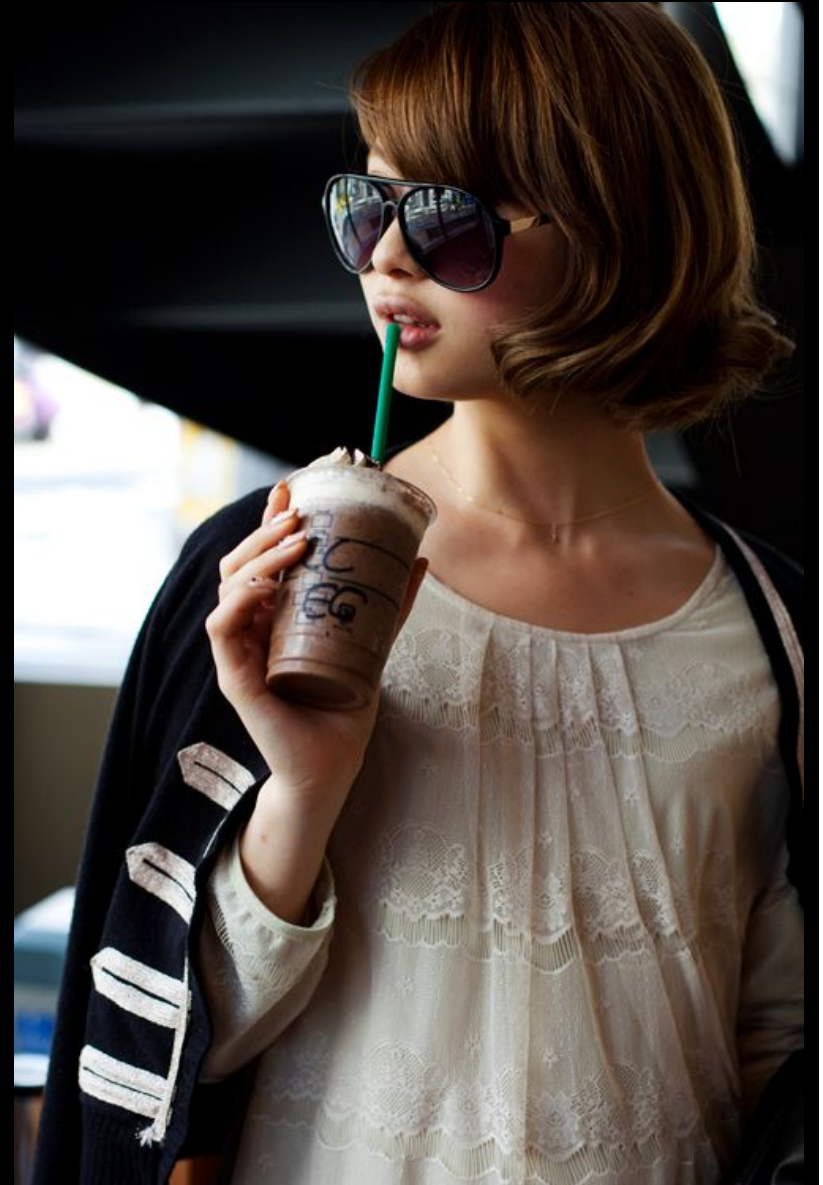




Company



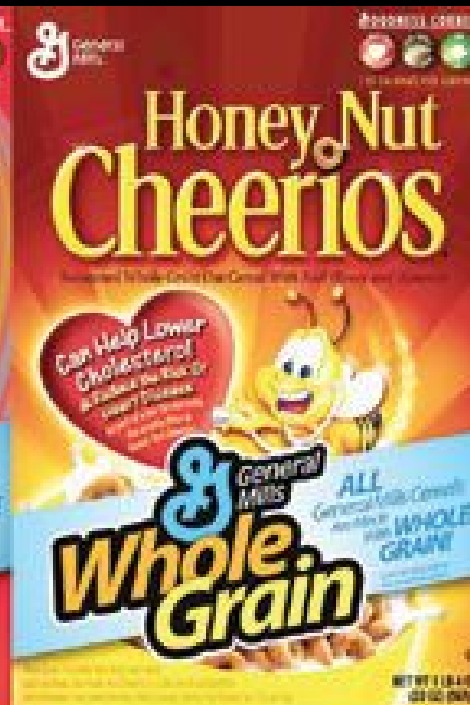
Customer



Consumer







What many customers actually want:

“I need to quickly get something,
that fills my belly until lunch,
that I can eat with only 1 hand,
without making a mess”

This is their underlying need...

the “job” that they need to get done.

Consumers “hire” products to do the “job.”



What other products could do this “job”?

“I need to quickly get something,
that fills my belly until lunch,
that I can eat with only 1 hand,
without making a mess”

Key concepts

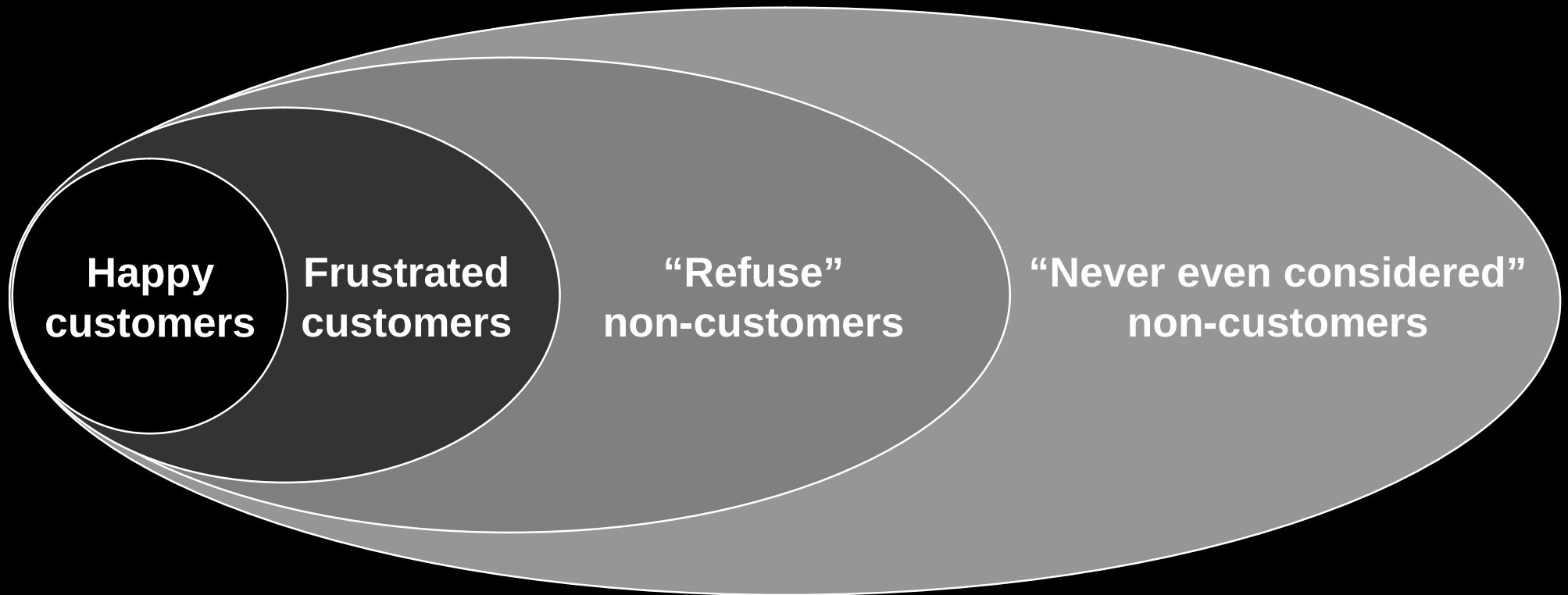
What the customer wants

Who is the customer

How to learn what the customer wants

Exercise

Whose “jobs” should you consider?





**Frustrated
customers**

Key question to ask frustrated customers:

What is the source of your dissatisfaction or frustration?



**“Refuse”
non-customers**







Key question to ask non-customers who have the “job” (underlying-need) but refuse to “hire” your product:

Why not? *Why don't you use it?*

What alternative do you use instead?

What dissatisfaction or frustration do you have with your current choice?



**“Never even considered”
non-customers**











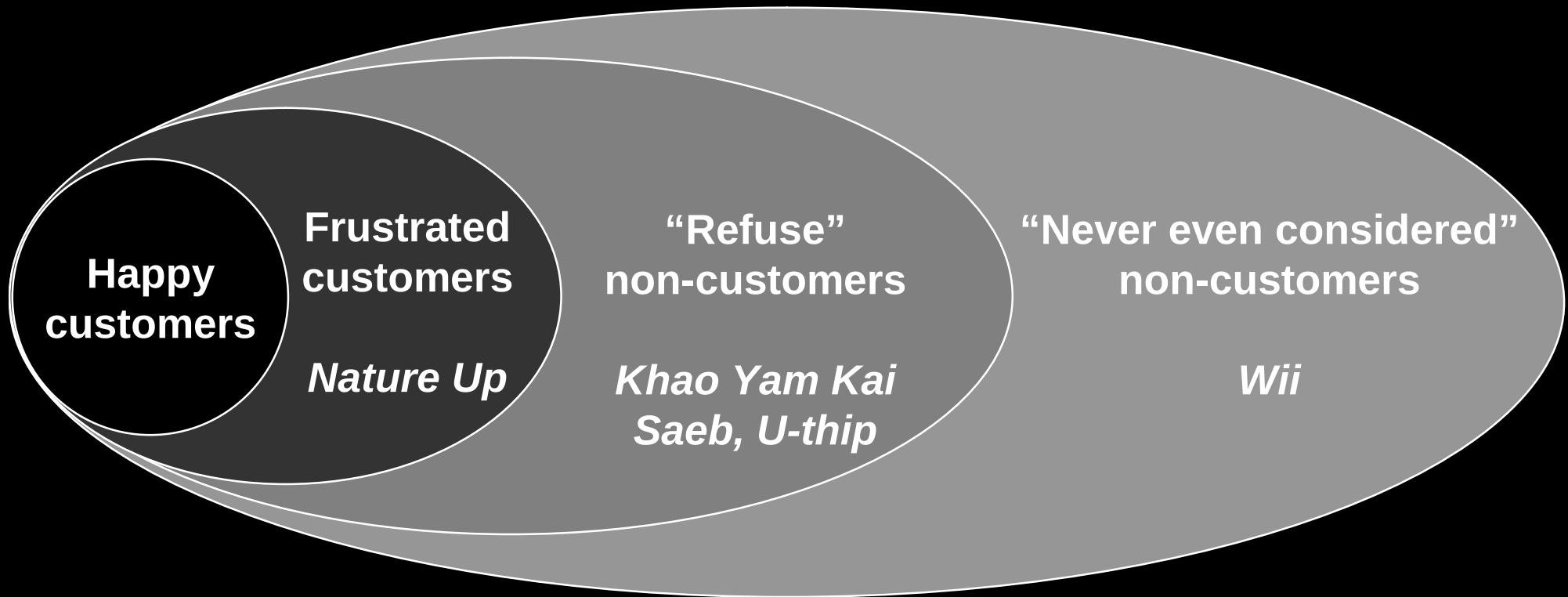


Key question to ask non-customers who have the “job” (underlying-need) but never even considered “hiring” your product:

What alternative do you use instead to get the “job” done?

What dissatisfaction or frustration do you have with your current choice?

Whose “jobs” should you consider?



Non-customers have “low” standards...
as long as you meet their unmet needs

Key concepts

What the customer wants

Who is the customer

How to learn what the customer wants

Exercise

So how do you learn what non-customers' “jobs” are...?

Ask





**“If I had asked
people what they
wanted,
they would have said
a **faster horse.**”**

- Henry Ford

So how do you learn what non-customers' "jobs" are...?

Ask



1. Map



2. Observe



3. Analogize



People Won't Always Realize What Their Underlying Needs and Frustrations Are



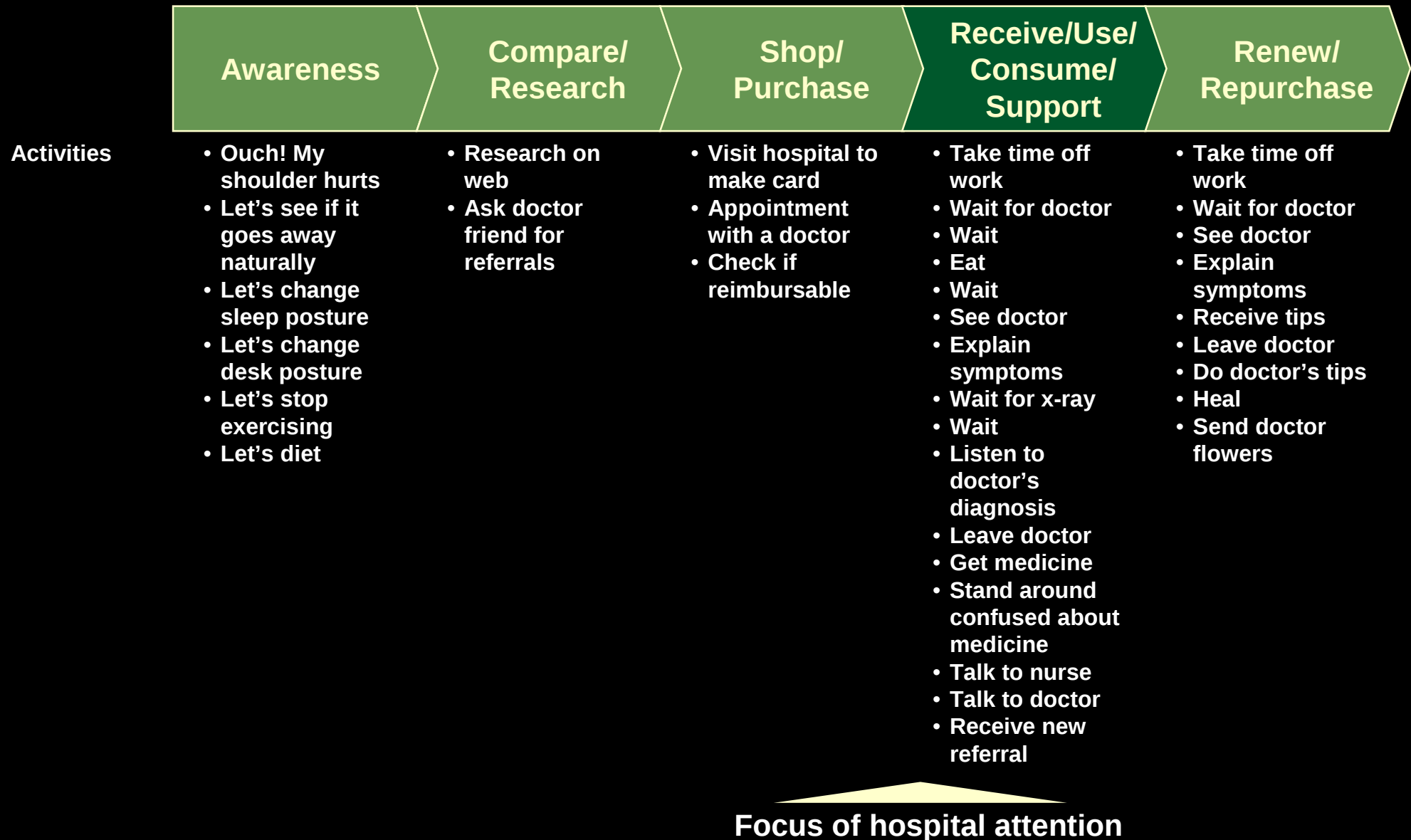
What you hear when you ask people what they want

- Cheaper!

What you learn when you observe people in their every-day lives

- Lots of reading of sheets and fatigue
- Opportunity for paper that can be read all day and all night without eyestrain

Ouch! My shoulder hurts...



Understand Customers' HEART, MIND, and BEHAVIORS

	Awareness	Compare/ Research	Shop/ Purchase	Receive/Use/ Consume/ Support	Renew/ Repurchase
Emotional response	• <u>Pain</u>: Ouch! • <u>Frustration</u>: Can't exercise with friends • <u>Surprise</u>: Never injured before • <u>Fear</u>: Growing old? • <u>Delight</u>: At friends' sympathy • <u>Frustration</u>: Walk with limp • <u>Aspiration</u>: To look good	• <u>Surprise</u>: Out-of-touch friend is helpful • <u>Aspiration</u>: Can doctors help?	• <u>Frustration</u>: Can't reimburse • <u>Fear</u>: Hospital is confusing	• <u>Frustration</u>: Taking time off work • <u>Frustration</u>: Waiting • <u>Boredom</u>: Waiting • <u>Fear</u>: Hospital germs • <u>Frustration</u>: Can't find good food • <u>Fatigue</u>: Mental and physical • <u>Surprise</u>: Wrong doctor • <u>Anger</u>: Wrong doctor • <u>Confusion</u>: Don't know process • <u>Frustration</u>: Medicine doesn't work	• <u>Delight</u>: Helpful nurse • <u>Delight</u>: Less wait • <u>Delight</u>: Helpful doctor • <u>Delight</u>: Get "free" advice from doctor • <u>Aspiration</u>: Will I heal? • <u>Delight</u>: First morning without pain
Cognitive action	• Research possible causes of injury	• Compare referred doctors	• Figure out insurance policy		• Look up correct cause of injury
Interpersonal activities	• Tell friends about injury	• Ask doctor friends for referral	• Call insurance agent		• Follow-up with doctor

Which Companies Are the Best at Each Step in the Process?



The “best”

• Hallmark

- Amazon.com
- Panthip.com
- Ermenegildo Zegna
- Fleet Feet shoes

- Apple Store
- Kinokuniya
- Starbucks

- Apple
- Disney World
- Le Banyan
- Four Season Hotel
- Beard Papa

- Netflix
- Zipcar
- AT&T
- Dental clinic

Things we could learn, or do differently based on the “best”

- Amazon.com: Easily and reliable comparison
- Zegna: Comparison is pleasurable
- Fleet Feet shoes: Sincere and knowledgeable helpfulness is delightful

- Starbucks: Simple and pleasant atmosphere

- Disney: How to design queue that minimizes fatigue and frustration

- Dental clinic: Effortless reminder to visit

In summary

1. Map the life-cycle of usage, from awareness to repeat use
2. Observe with an open mind what customers do, how they feel, how they interact at each stage in the life-cycle
3. Analogize to find how companies in completely different industries delight customers at each life-cycle stage

ASSIGNMENT 2

In 1-2 pages:

1. Give an example of a frustration or unmet need that *you face in your life*. Describe the circumstances of it and how you currently deal with it.
2. Explain why are you dissatisfied and frustrated with your current options.
3. Briefly describe 3 potential new products/services that resolve the frustration or meet the need. The products should *not actually exist yet*. But no magical doraemon products!

Write “**MK391 Assignment 2**” in the subject line

Include your **name**, **email**, and **telephone number** in the mail

Mail to or share with **Innovation2011TU@gmail.com** by **noon Wednesday**

As with Assignment 1...

BONUS credit if you submit >24 hours before deadline

Earlier submissions get earlier FEEDBACK

**Unlimited RESUBMISSIONS as long as you think your assignment
can be improved...even if you resubmit after the deadline!**

To Dos For Class 3

If you haven't already...

- Add [“MK391 2011” group](#) in Facebook
- Answer the [project interests survey](#) on the Facebook page

Continue to...

- [Post](#) interesting innovation news or examples on the Facebook page, or comment on others' posts

And do...

- [Assignment 2](#) by (latest) Wednesday and mail to me
- Read the [new reading](#)... it's only 7 pages! Download from Moodle or Facebook.

เมืองไทยเข้าใจออทิสซึม

หน้าแรก

▼ กิจกรรม

กิจกรรมการกุศล
กิจกรรมพิเศษ
ค่าย Young Activists
ซูเปอร์ฮีบัส
นิทรรศการภาพยนตร์
ออทิสซึมแฟร์
ไขความลับออทิสซึม

▼ ช่วยเหลือเรา

บริจาค
ผู้ดูแลทีม
สปอนเซอร์
อาสาสมัคร

ติดต่อเรา

ปฏิทินกิจกรรม

สมัครสมาชิก

▼ ออทิสซึม

การบำบัดรักษา
ภาวะในเครือข่ายออทิสซึม
สาเหตุ
อาการ
เกณฑ์การวินิจฉัย

▼ เกี่ยวกับเรา

รู้จักทีมของเรา
เป้าหมาย

แหล่งข้อมูล

▼ แหล่งให้ความช่วยเหลือ

สำหรับคุณครู
สำหรับนักเรียน
สำหรับผู้ปกครอง

Sitemap



ร่วมเฉลิมฉลอง
วันส่งเสริมออทิสซึมโลกกับเรา
ที่งานออทิสซึมแฟร์กรุงเทพฯ
คลิกที่นี่ !!

เลือกภาษา:



Thai



Eng



ขอบคุณที่ใส่ใจ

autismawarenessthailand@gmail.com



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We share.
We celebrate.
We believe.

Wall

Info

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YouTube

Notes

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The Rainbow Room | A Special Needs Awareness Centre

Non-Profit Organization · Bangkok, Thailand



Wall

The Rainbow Room | A Spec... Everyone (Top Posts) ▾

Share: Post Photo Link Video

Write something...



The Rainbow Room | A Special Needs Awareness Centre

เชิญ พี่ๆ น้องๆ ของคนที่มีความต้องการพิเศษ (8-12 ปี) มาร่วมกลุ่ม ซูเปอร์ซิบส์ วันเสาร์นี้ เวลา 14.00 น. สนุกกับเกมส์, เพื่อนๆ และความเข้าใจที่เพิ่มขึ้น
Calling siblings (8-12 yrs old) of children with special needs. Come join our Super Sibs workshop this Saturday at 2.00pm. Lots of fun, friends and gain more understanding.

23 hours ago · Like · Comment

4 people like this.



สกุลศรี บุญโชคอินทร์ อยากไปค่ะแต่ไม่รู้เรื่องก็โง่ง

22 hours ago · Like

Write a comment...



The Rainbow Room | A Special Needs Awareness Centre

อยากทราบว่าคนที่ออทิสซึมรู้สึกอย่างไร...เห็น อะไร...ได้ยินอะไร?
มาทำความเข้าใจออทิสซึมกับ "ไขความลับออทิสซึม" กับ ดร.ขวัญ ชมรมเมืองไทยเข้าใจออทิสซึม วันเสาร์นี้ 10.00 น. ที่ เดอะ เรนโบว์ รูม ค่ะ
How does a person with Autism feel?
What does s/he see?
What does s/he hear?
Come experience for yourself in "Demystifying Autism Workshop" by Dr.Kwan from Autism Awareness Thailand this Saturday at 10am at The Rainbow Room!

23 hours ago · Like · Comment

Create a Page

You and The Rainbow Room | A Special Needs Awareness Centre



27 friends like this.

Recommend This Place



Help your friends discover great places to visit by recommending this.

Write a recommendation...

Recommend

Everyone ▾

Birthdays

See All



Richard Willey

It's his birthday.

Say Happy Birthday



Rhean Munchukangwan

It's her birthday.

Say Happy Birthday

Sponsored

Create an Ad

Round the Buoys first

yachtworld.com



Get into IRC Division 1 for 1.5Million Thai Baht. Race and win on a budget! Race boat on Sale Now.

Do you miss America?

MK391 - BE Program Th...

Sunday 10am @ Rainbow Room: 30 Soi Saeng Chai (after Tennis Court), Sukhumvit Soi 38 (Soi Santisuk, across from Thong Lor)

