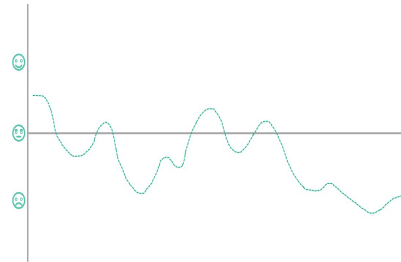


Customer experience

 45-60 minutes

 Pen and paper

 2



What?

An analysis of the experiences of the target group during the process to achieve an objective or get a job done, rated as PLUS (good) or MINUS (challenges). There is particular focus on the experience of customers. This is recorded during an in-depth interview – preferably with the interviewee – or as a quick summary after the interview.

Why?

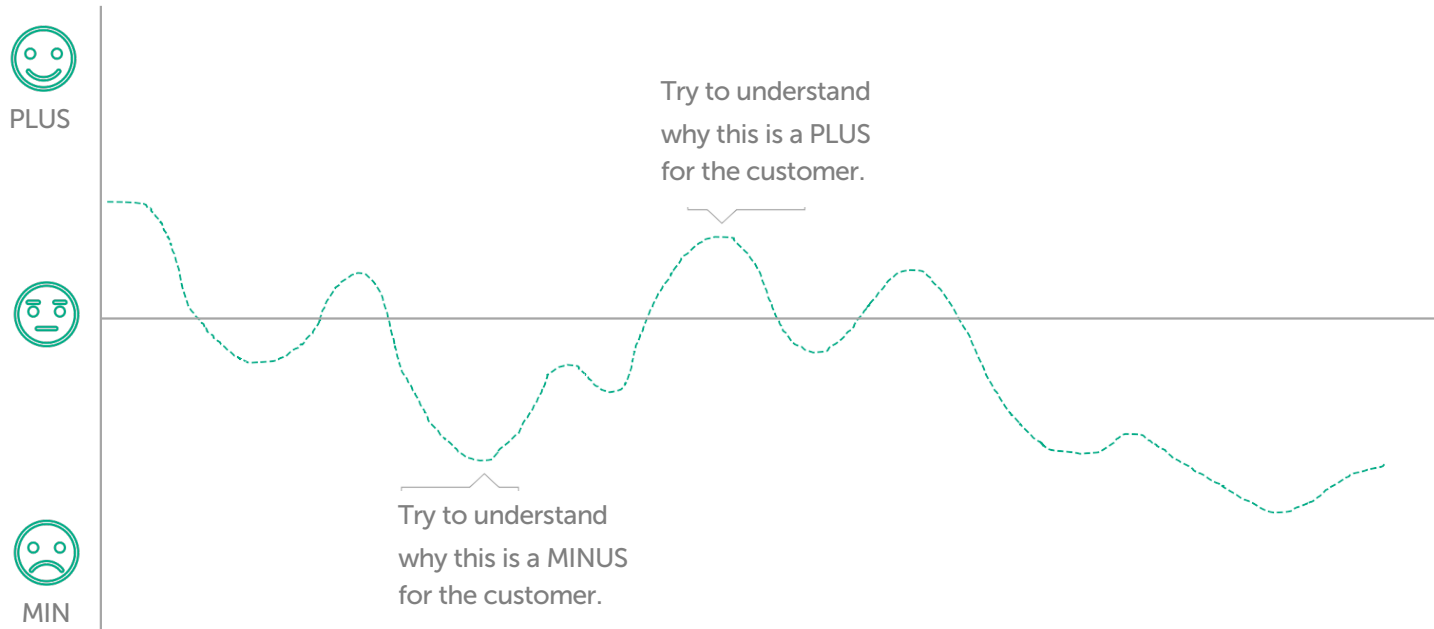
This method can be used to understand the experience of a customer when he/she has had to get a job done, as well as the root causes of a MINUS and the drivers for a PLUS.

How?

1. Print out the template.
2. Let the interviewee tell a story linked to a specific situation where he/she has had to get a job done or achieve an objective. Encourage the interviewee to talk about the experiences (PLUS and MINUS) associated with this. It is best if you can get away from talking about your own products and services.
3. Focus on the story and the process for the customer. How did the journey start? What happens along the way, and what happens once the objective has been achieved? What is positive (PLUS)? What is negative (MINUS)? Here you have to transfer the interviewee's story to an experience curve.
4. Extract important quotes or points that help explain the experiences. Indicate important points on the curve and note what the experience is at the various points.
5. Try to sum up this insight (PLUS and MINUS) in the method card
The target group and the target group's needs.

What do you get out of this?

Understanding of how a customer experiences a process aimed at achieving an objective. This provides a good starting point for understanding what drives positive experiences and the potential causes of negative experiences.





PLUS



MIN

