

| Best Practices | Why? |
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| 1. Visit a cross section of people who do or would use your product or service to solve their own problems | Achieve the greatest depth and breadth of market inputs |
| 2. Observe, interview and probe in customer environment | Gain context to understand what is getting in their way of doing their jobs |
| 3. “Guide” with open - ended questions | “Chance favors the prepared mind” |
| 4. Complete transcript. If you don’t have it word for word it didn’t happen | No filtering. “The real thing” |
| 5. Information gathered and processed by cross functional teams | Internalize the experience to reach rapid consensus across team |
| 6. Create a <i>story</i> with images | Understand what it’s like to experience the customers’ problems |
| 7. Translate into measurable customer requirements | Measure meeting customer need, not meeting functional spec |
| 8. Survey for quantitative results | Answers “How do you know that?” with confidence |
| 9. Drive investment by competitive positioning and unmet needs of the customer | Put your dollars where the value is |
| 10. Get educated on a VOC process – don’t educate outsider on your company | Sow customer insights throughout your organization |