



[tough]problem

innovative strategy & design

www.toughproblem.com.au

Dynamic Customer Immersion Research Techniques

See the world through the customers eyes

Fresh Thinking | New Approach

► Use active customer engagement techniques to build empathy for your customers and stay one step ahead of your competitors

Overview:

Designing products, services and experiences that are meaningful and innovative to your customer starts with gaining a genuine empathy for their needs, desires and motivations. To do this we move beyond market surveys and focus groups to research methods such as in-depth interviews, observation and in-context enquiry to lay the foundation for high quality, actionable insights. In this workshop, you will learn how to plan, do and synthesise high quality customer research and how this approach will generate deep empathy and insights for your customers.

Learning Experience & Outcomes:

You will:

- Learn how to Plan, Execute and Synthesise your research to produce actionable insights
- Use specific techniques such as focus interviews, ethnography and customer experience pathway mapping to understand what your users experience and what they then Think, Feel and Do
- Learn to be an active participant in the research process and not just a passive by-stander
- Create personas that embody the “humans” you are designing for
- Learn to use a robust research framework that will help you derive insights, frame the problem and develop precise design principles to inspire great ideas

Course Details

Duration: One Day Workshop

Location:

Contact us for specific details.

Cost:

Venue:



Registration & Enquiries

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“We come from different directions to meet and exchange stories, ideas and knowledge”
Source: Traditional aboriginal symbol

The [tough]problem™ learning experience is a blend of theory, application and reflection...



Our Courses:

- An introduction to Customer-Based Design
- Customer Based Design: How to Run a Design Project
- Creative Thinking Tools for Business
- Customer Experience Pathway Mapping
- Dynamic Customer Immersion Research Techniques
- How to Run a Powerful Invention Workshop
- The A1woB for Strategy Design
- Rapid Prototyping Techniques

The [tough]problem™ story

OUR FOUNDATION PRINCIPLE:

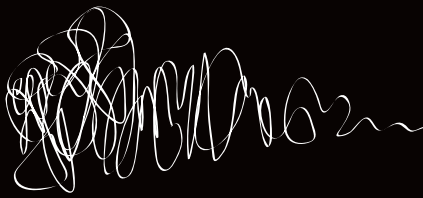
We use design to help humans connect with organisations through innovative & meaningful products, services and experiences.

WE BELIEVE IN:

- Understanding context in the wider system
- Using the whole brain to solve problems
- Powerful Questions & Engaging Conversations
- Thinking beyond economic outcomes
- Seeing through beginners eyes
- Action to quickly test & improve ideas



fresh | Smart | Human | Easy



Customer-focused - Skill Builder Program

Our design & innovation “Skill Builder Program” is designed to help you create a more customer-focused organisation. Visit our web site at www.toughproblem.com.au to download the detailed course outlines.

Start here

1 Customer-Based Design

Gain experience using the processes and approaches that have guided great innovators and designers for decades. Set yourself and your team up to improve the value you create for your customers and organisation.

Build your toolbox

2 Customer Experience Pathway Mapping

Gain experience with a tool that will help you think about a product or service from a users perspective and design something that works for them.

3 Creative Thinking Tools for Business

Unleash the power of visualisation, dialogue and heuristics to help you think, create and plan your way out of tough problems.

PROBLEM

CREATION

PERFORMANCE

Problem Framing

Immersion

Ideation

Rapid Prototyping

Launch & Track

4 The AtwoB for Strategy Design

Equip yourself with the process, tools and techniques needed to deal with problems that do not respond to logic and analysis and build a road map for change.

5 Customer Immersion Research Techniques

Use active customer engagement techniques to build empathy for your customers and stay one step ahead of your competitors.

6 Run a Powerful Invention Workshop

Equip yourself with the process, tools and techniques to tap into the creative potential within your organisation.

7 Rapid Prototyping Techniques*

Learn how to rapidly create prototypes and test them with customers and stakeholders. Build them cheap, fast and early to learn quickly. *Coming soon

Get your project off to a good start

See the world through the eyes of the customer

Generate innovative ideas

Bring your ideas to life