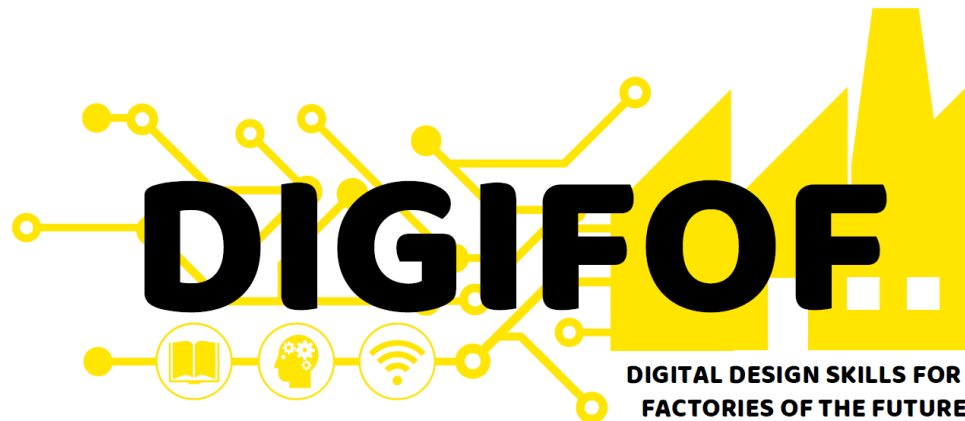# EMSE_01

Strategy-oriented topics: Customers needs' services deployment
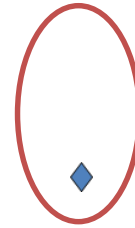
N. Dubruc

- **The project of the company**

- _Company :_ _short description of the project_

- _Services issue :_ _in one question, what's the services issue for the company_

- _Ecole des Mines :_ _support in the prototyping of value models and associated business models_

- **<u>Project plan</u>**

- *The planning of the project*
- *highlighting the creativity session*

Presentation by the manager

- **_creativity workshop_**

Agenda and objectives

- **_One workshop during 3 hours:_**
  - _Objectif : customers needs understanding_

- **_In the workshop:_**
  - _2 groups_
  - _Individual and collective time for reflection_
  - _Sharing in groups_
  - _Presentation of each group's results to the other (2 nominees)_

Règles de base

https://www.out-the-box.fr/incubation-creativite-definition/

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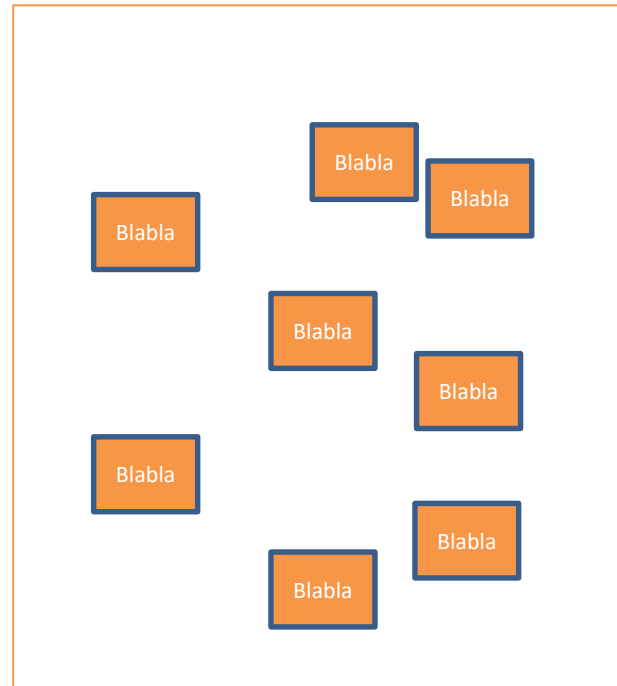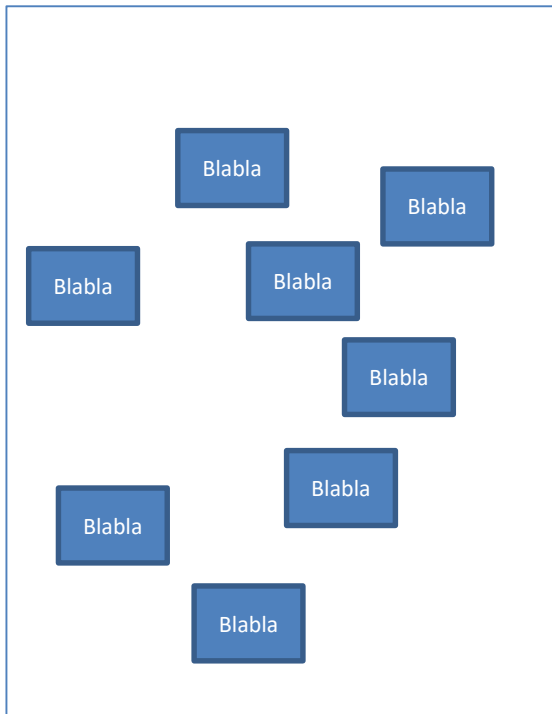
- *Suspended judgement*

- *Quantity first*

- *Welcome to fantasy*

- *Systematic association*

What keywords to define services in company?

https://fr.123rf.com/photo_49452127_g lace-cass%C3%A9e-sur-le-fond-de-l-eau.html

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- **<u>Agenda</u>**

Understanding the client" workshop

- *12 « personae » cards*

  - *Simulate customer characteristics, needs and experiences*
  - *10 minutes of reading and individual reflection (post-it)*
  - *45 minutes of collective filling (in group) of the "Customer Perspectives" poster (based on "Empathy map")*
  - *45 minutes in plenary, each of the groups will explain to the other the elements of their reflection.*
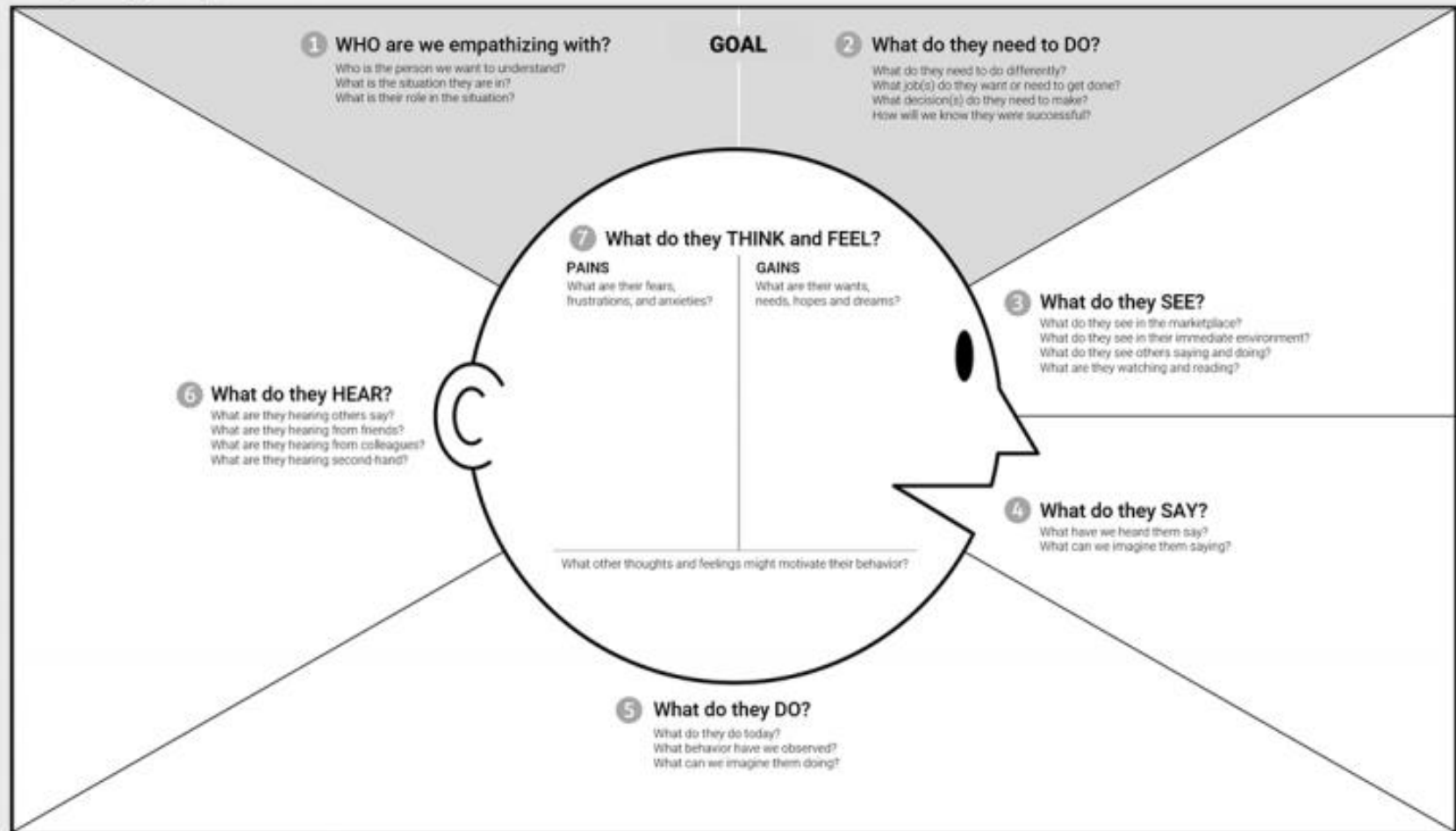
Empathy Map Canvas

Designed for:	Designed by:	Date:	Version:

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

7 What do they THINK and FEEL?

PAINS
What are their fears,
frustrations, and anxieties?

GAINS
What are their wants,
needs, hopes and dreams?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What other thoughts and feelings might motivate their behavior?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/

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Customers' fears

Customers' needs

2 groups

- *Group 1*

-Name 1

- *Name 2*
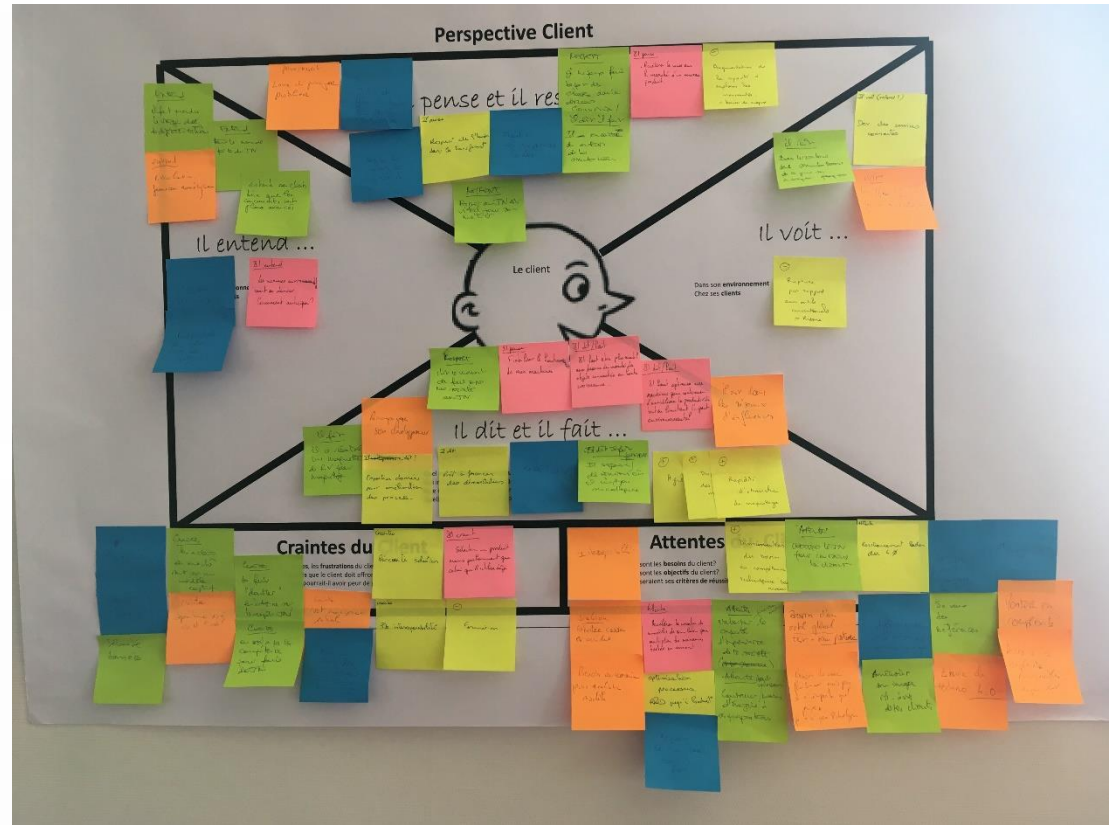
- *...*

- *Group 2*

-Name 1

-Name 2

-...

<examples>

First type of customer

Second type of customer

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