



Discover Valuable Insights and Ideas



SUPPLEJACK™

What does this tool do for you?

This tool helps you discover the most valuable insights and ideas, so you can set your priorities.

Great insights and ideas are central to a great development project. They can come from anywhere, but the greatest ones are those that **create value** for your customers. This tool helps you discover those with highest value.

When should you use this tool?

Use this tool when your desired outcomes have lead you to insights and ideas, perhaps by doing customer research.

What problem does it address?

It's common for teams to experience difficulty deciding which insights and ideas to pursue.

This often happens when teams are unclear about who wants the product or service, why they want it and most importantly, how it needs to work to deliver the experiences and outcomes they desire. It also happens when different ideas result in internal debates.

This tool helps you discover the **highest value** insights and ideas and so helps you set priorities.

What do you need to know?

About personas

A simple, easy and robust way to explore insights and ideas is to use a customer **persona**. These are easy, cheap, fast and realistic ways to create a 'person' you can work with to explore which insights and ideas have highest value. A persona has...

- **Identity:** who your customer is, to him or her self and to family, friends and others
- **Values:** why your customer lives and behaves the he/ she does
- **Language:** how she/ he communicates in general, and how he/ she speaks in particular
- **Behaviours:** how he/ she behaves – his/ her habits, typical and spontaneous behaviours

Using personas

Great ideas work because they contribute to the customer's identity and values and fit easily with their language and behaviours.

When you understand your customer, it's easy to see **what the value** of an idea is. If spending time with customers is difficult, you can use the persona as an **ongoing point of reference** during development. Personas are a great way to capture **what** your customers want, **why** they want it and **how** it needs to work. Personas help keep the customer **at the centre** of development.

Use the persona guide overleaf to help you.

What do you do?

① The persona

Start by profiling a typical customer or type of customer. Use the diagram overleaf to help you do this. Then bring them to life as fully as you can using your insights, empathy and imagination. Name them, sketch them and describe their identity, values, language, behaviours and lifestyle.

② The challenge

Now create a challenge for that persona that prevents them getting what they desire from your product or service. You might use an insight about their motives and desires or their limitations. How does the persona experience this and react?

③ The failed fix

For each challenge you try, have the persona try to fix it and fail. You might use your ideas here and have them fail (a great way to check their value for customers). How does the persona experience this and react?

④ The happy resolution

Now resolve each challenge for the persona successfully. Use your ideas here and have them succeed, noting exactly how they need to work for the persona. How does the persona experience this and react?

1

Physical

Their age, gender, ethnicity, physique and appearance.

Their physical characteristics in relation to your product or service.

2

Psychological

Their personality, character or temperament – how they see themselves.

Their likes, motives and desires in relation to your product or service.

3

Social

Their work, family, friends and communities of interest, with their related values, language and lifestyles.

Their values and language in relation to your product or service.

4

Practical

Their interests, abilities and skills. Their limitations – physical, psychological and social.

Their skills and limitations in relation to your product or service.

How do you make sense of the persona's reactions?

Trust the process!

As you work with personas, you will find some insights and ideas lead to better outcomes more naturally and easily than others.

So look for the simple, easy, robust insights and ideas to base your future solutions on. These are your higher-value insights and ideas. They are important for building the **capabilities** (features and advantages) of the product or service.

You can use the diagram overleaf to sort the insights and ideas into groups and set priorities.

Must have/do ideas

These are the insights and ideas that must be used as they deliver high value.

Should have/do ideas

These should be used if at all possible to enhance or differentiate your idea.

Could have/do ideas

These are of limited value and could be used under specific conditions, for example.

Can't have/do ideas

These are not valuable and are deleted to save problems, time and money!

1

Must have/do

2

Should have/do

3

Could have/do

4

Can't have/ do

How might you do it?

Working on each step

- Use the diagrams to help you
- Start each step by clarifying the task
- Finish each step by reviewing your work and creating a simple summary
- Record any related or new ideas elsewhere for other sessions
- Briefly document the results for others

Give yourself time

Give your team a lots of time – say two to four hours – so they can explore the personas and summarise results effectively.

Work together

If you can, include input from customers and other stakeholders (staff, suppliers, partners). The wider the inputs, the better.

Use everyone's ideas

Make sure everyone can talk freely and have their ideas recorded. Do not challenge or debate ideas.

Relax and have fun

Do relax and have fun. Less obvious views can easily seem silly or provoke anxiety. Make it safe to raise them!

What is an example of the results?

A health service was evolving its services for patients. Staff wanted ways to make people feel immediately safe and cared for, then supported in the longer term.

We held a workshop with staff and created four distinct personas to represent different types of customers. We then explored ideas for improving services for each. Staff quickly realised their ‘must do’ ideas would improve patient experiences significantly, as well as saving everyone a lot of time.

They also learned valuable ‘should do’ and ‘could do’ ideas required changes in core service procedures. These changes, though difficult, were made a priority.

As a result, the health service identified nine specific improvements they could make. They also developed a new service mission to help focus on what they ‘must’ and ‘should’ be doing,

“ We will care, empower and inspire.”

A gentle disclaimer

This example is based on work facilitated by Supplejack and outlines successful use of a tool. We want you to enjoy similar success.

We are thankful you’ve downloaded this tool. But we cannot take account of your specific needs, your context nor the ways you apply it. As a result, Supplejack cannot accept liability for your use of this tool or its effects.

We do recommend you use this tool with respect, competence and imagination. If you are unsure how it might best work, we suggest you hold a practice session with staff. You might also contract a professional facilitator or contact Supplejack directly.

Please help us by providing feedback about this tool. You can do this by completing this brief, 6-question Survey (http://www.surveymonkey.com/s/Supplejack_Tools) or by contacting us directly.

Thanks for your interest!

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