

Using customer research to explore the gap between perception & reality

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In this presentation

- / Tips on how to research the gap between customers' intentions and behaviour
- / Based on hard-won lessons from Outrageous Impact
- / We do qualitative research for organisations changing the world

Why do research?

**“In times of deceit, telling the truth is
a revolutionary act”**

George Orwell

- / Uncovering a person's unmet needs and secret desires (in order to exceed these) is the job of customer research
- / If you want to grow your business' profit and impact, make customer research your best-friend
- / Research can help you uncover untapped value, delight customers, retain staff, confound your competition and make you look like a champion

Common biases – understand them to
know how they will shape your research

- / We all have biases
- / Understand your own biases or be derailed by them
- / Factor these biases into your research planning and share with your client and research team so they get the full picture
- / Continually compare your findings and biases throughout the research

1) 'Narrative' bias

I choose this option (x) because it has a clear story behind it, even though the outcome may be less good for me than other options (with a less compelling story)

/ An example – I will buy this iPad now when instead, I should be saving for my pension.

2) 'Anchoring' bias

I see a £50,000 car. I then see a £30,000 car. I think the £30,000 car is cheap compared to the car I first see.

/ An example – Wedding ring purchasing in a jeweler's shop.

3) 'Confirmation' bias

I already believe some things. When I encounter new ideas, I will agree with them to the extent that they confirm what I already believe to be true.

/ An example – President Trump tells me all news is fake. A new TV station launches. That is fake news too.

Kicking-off a research project

What is the real research question you need to answer?

- / Don't cram too much into your research question
- / Start narrow, so you have a chance to answer the question
- / Recognise that the first question you select often morphs into a more important question as the research progresses

Who should I be researching with?

Know your audience

- / Who has the answers you need?
- / How will you reach them?
- / Always be recruiting potential future research participants

Where there are power imbalances or age differences, you will need chaperones for research.

This is non-negotiable and any reputable research firm should suggest this. Chaperones protect the participant, client and researcher.

Steve Jobs realized that what the world needed was
'1000 songs in your pocket' not a better CD player

Exploring the gap between customers'
intentions and behaviour

People say one thing and then act differently

- / This is called the 'say/do gap'
- / Customer research explores people's behaviour not just their intentions
- / The rest of this presentation is about getting ready to notice this gap

Silence is powerful, don't rush to fill it

Research rapidly, research often and be prepared to take time on the ground to understand people's real needs and desires

In—context research is invaluable

- / Spend time with people where they live and work
- / Listen, look, smell, taste, experience their lives
- / Ask them to show you round, see what they do and how
- / Record everything
- / Decoding meaning is the critical element to help you win, this takes time

Be ready to invest in customer research

- / Free = Survey Monkey or staff-run interviews.
- / £100 = User Brain (rapid UX, for testing product features)
- / £1,000 = Omnibus survey questions (2)
- / £4,000 = 2 x focus groups or 6 x interviews
- / £10,000 = on the ground/in context research to uncover new markets

Provable consent is critical.

Get written or recorded consent at the start of every interview.

Download and read the 'Little Book of Design Research Ethics' (IDEO)

Become obsessive about sound quality when recording research participants. It will make your life (beyond the research collection phase) SO much easier.

Consider transcribing services like [Trint.com](https://trint.com)

When participants leave the room, then the interview is over. Don't switch off your recording equipment too soon.

2 = 1

1 = 0

(Always have a backup)

Outrageous Impact do qualitative research
for organisations changing the world.
Got a project in mind? Get in touch.

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