

Understanding your users needs to drive business success

Lisa Bidder, Principle Strategy Consultant, Lithium

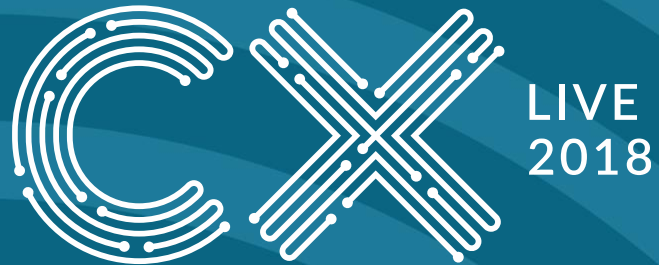
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is your customer
engagement strategy
successful?

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IS YOUR CUSTOMER ENGAGEMENT STRATEGY SUCCESSFUL?



success
=
meeting the needs of
your business



HEALTH FOR SUCCESS

healthy customer engagement

=

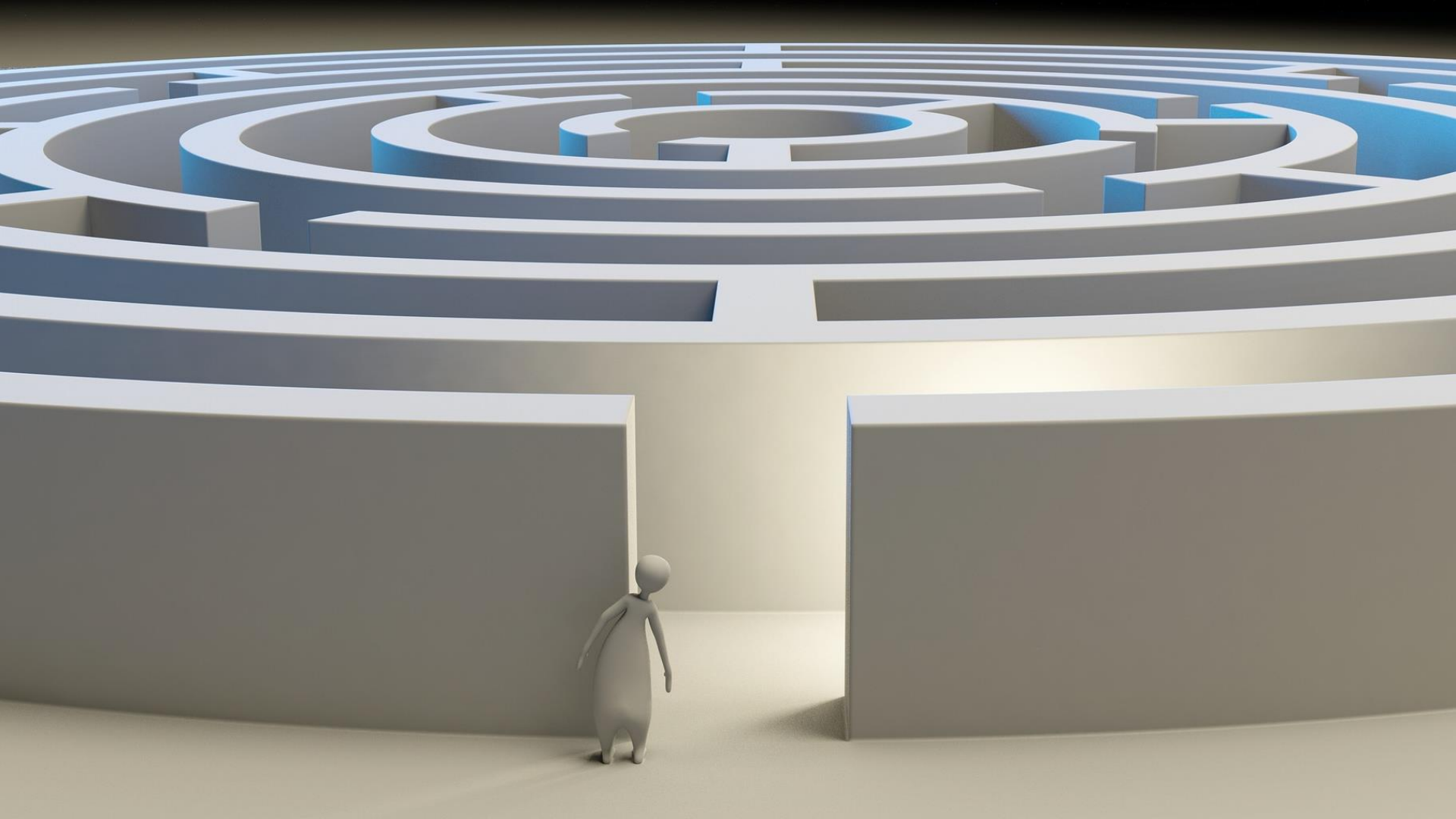
meeting the needs of your
users/ customers



meeting the needs of your
users/ customers

=

achieve business success





every picture
tells a story

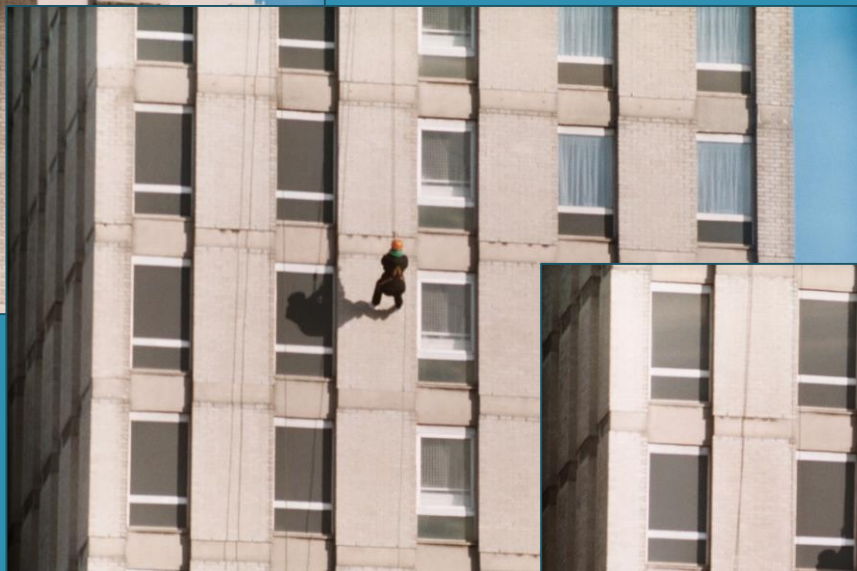
but what story?

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every picture
tells a story

is it the right one?

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CAUTION

MIND THE GAP

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activity

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ACTIVITY – IN TABLE TEAMS

the task: create a user

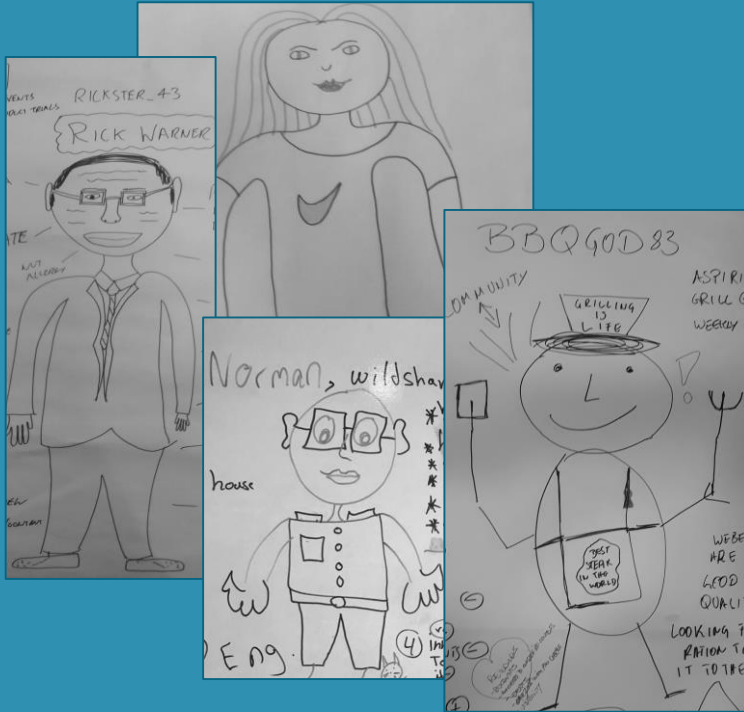


using words and drawings!

- who are they?
- what's their name?
- how old are they?
- do they have a job? If so, what?
- what's their outlook on life?
- hobbies?
- what are their rants and raves?

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ACTIVITY – IN TABLE TEAMS

you've brought your character to life, now consider the answer to the following questions, specific to YOUR user...

- what **motivates** them to engage with you?
- what do they **need** from you to facilitate their engagement?
- what's their goal, what do they **want**?





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RESEARCH, RESEARCH, RESEARCH

there are many valuable research tools which will help understand your audience needs and motivations but remember...

there is no substitute for talking to them

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