HOW TO GATHER AND COMMUNICATE
REQUIREMENTS

YOU.

END USER

DEVELOPER

YOU.

MARKETING

AND MANY MORE

▸ Interviews

▸ Focus Groups

▸ Personas

▸ Existing systems?

TASK 1: WHAT IS YOUR EXPERIENCE FROM SHOPPING FOR FURNITURE?

▸ What types of questions are there?

▸ What can you derive from the interviewees previous experience for your own product?

"WE MUST LEARN WHAT CUSTOMERS REALLY WANT, NOT WHAT THEY SAY THEY WANT OR WHAT WE THINK THEY SHOULD WANT."

REIS, ERIC. "THE LEAN STARTUP." NEW YORK: CROWN BUSINESS (2011).

TASK 2: DEFINE PERSONAS THAT SHOP AT IKEA

ITERATION & PROTOTYPING

▸ Re-do what you did today: Hold more interviews and iterate on your personas

▸ What information are you still missing to complete your personas? How can you get this information?

▸ Think about the user experience (UX) and broader customer experience (CX) you have defined. Do your personas fit into those?

▸ You will present both in the next session and then it will be about iteration (and prototyping) again.