

Discovering New Customer Groups & Hidden Problems

Conducting customer research to identify new opportunities



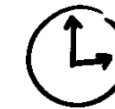
Queensland Government



Discover underlying problems in a system, identify customers who would benefit from a new solution to a sensitive societal issue



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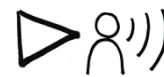


16 Weeks (2016)



What 3rdView did

- Questioned value to current target customer and the proposed solution
- Conducted qualitative research with refugees, skilled migrants & rural support providers (60+ participants)
- Discovered a significant, latent problem and an opportunity for a new customer group extending the client's core business
- Applied Customer-based Design and Agile in collaboration with an internal team with limited design and delivery experience
- Co-designed and prototyped a solution for a new and un-served target audience, in collaboration with internal and external customers (80+)



Impact and Value

- Deep understanding and articulation of customer challenges and opportunities
- Relationships strengthened between client organisation, customers and stakeholders – all engaged and passionate about improving the experience for new Queenslanders.
- Created client idea portfolio with 550+ idea fragments, 88 ideas, 13 concepts, and 4 business models
- Generated Design Criteria, Insights, Learnings, tools and methods bank
- Delivered a novel service design solution & business model options successfully passing concept validation
- Design and research capability transferred to client staff through co-design, workshop participation & collaboration



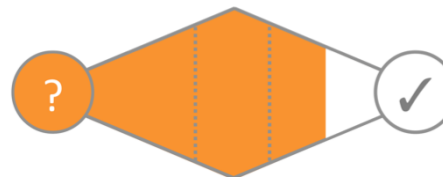
Feedback

"You helped us to realise we hadn't identified a meaningful customer problem to solve. Then you helped us understand where the real needs and opportunities were."

Belinda Kellar,
Program Director Customer Experience,
DSITI, OSSIO

"I have two Masters degrees, yet I'm pushing supermarket trolleys in the remote regions because I don't have a job network here... Thank you for listening to me."

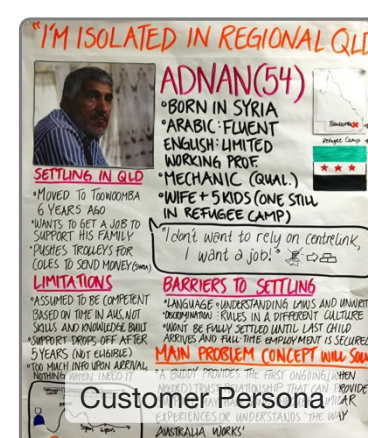
Skilled migrant from Pakistan



Researching with new Queenslanders



Downloading each research event



Customer Persona



Visualising the problem



Engaging stakeholders through storytelling