

RELY ON PROBLEMS, NOT IDEAS

Make a copy of this page for each person in your team.

Explore and Pinpoint Customer Problem Areas

Once you have aligned on the goals of the project, the next step is to conduct field research through ethnographic research to ultimately learn everything you can about the biggest problems, frustrations, and desires of customers. Once you reach "theoretical saturation" you can analyze the data and draw conclusions about the biggest opportunities for new solutions.

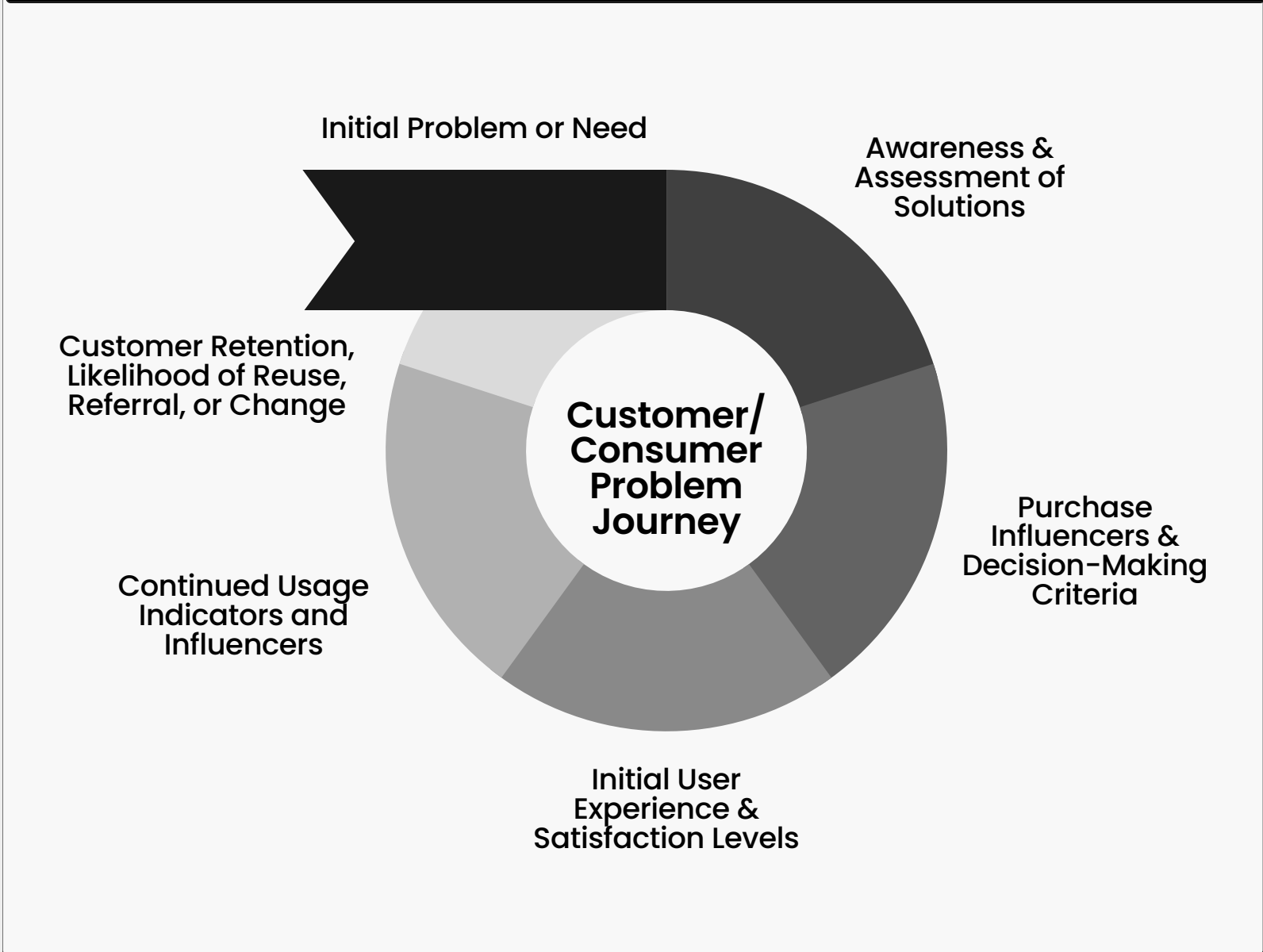
Explore Problems through Ethnographic Research

Put together a list of research targets to gather customer insights from. Include every member of the value chain and everyone that interacts with your product through it's entire lifecycle.

Research Target Category	Main Objectives/Insights	Names/Contacts

Customer Problem Journey Map


Use the following Customer Problem Journey Map to fill out the Journey canvas on the next page. Chart the path of your own consumers/customers from initial need realization all the way through purchase and usage.



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CUSTOMER PROBLEM JOURNEY CANVAS

JOURNEY STEP	Initial Problem or Need	Awareness & Assessment of Solutions	Purchase Influencers & Decision-Making Criteria	Initial User Experience & Satisfaction Levels	Continued Usage Indicators and Influencers	Customer Retention, Likelihood of Reuse, Referral, or Change
GOALS						
ACTIONS						
TOUCH POINTS						
EMOTIONAL CURVE 						
POTENTIAL OPPORTUNITIES						
IDEAS & SOLUTIONS						