Date: Saturday, 01-24-2009

Session Title: Buyer Perspective Modeling

Presenter: Ben Phenix

What should I take away from the session? (Summary):

Notes (key points, book suggestions, website suggestions, etc)

User Personas

- Problems with personas
    - o Lost nuance
    - o Time to create them from scratch
    - o Too much focus on data (research, creation, gathering, discovery)– not enough focus on context

Buyer Culture
- Vision oriented
    - o Early adopters, fast-moving, entrepreneurial customers
    - o Need great service, customized service, efficiencies
- Fundamentals oriented
    - o Risk adverse
- Selling abstract vs concrete products to vision-oriented vs fundamentals-oriented clients
    - o One size positioning does not fit all
        - ▪ Fundamentals clients need to hear about the process behind abstract products or the measurable attributes of concrete products
        - ▪ Vision clients require adaptive concrete products or abstract products which facilitate collaboration
- (Product Offering and Buyer Culture Matrix)
    - o Use this to prioritize your product pipeline and user experience
- 4 perspectives of an individual affect how they view any product
    - o My role, my goal, my decision, their opinion

- - - Role: Job titles rarely reflect what we actually do, so putting too much emphasis on job title in a persona can be misleading.
    - Goals: personal aspirations
    - My decision: how do I feel about this product?
    - Their opinion: how do I think others perceive me? How do our clients see us?
- Modeling Buy Perspective in practice
    - Sticky notes with individual customers' thoughts on a white board can surface trends of how a product is perceived. Group related thoughts/stickies and label the grouping
        - Example groupings: Confusing, enabling, (makes customer's company look) big, adaptive
        - Attendee comment: Facilitation of customer sessions can surface interesting conflict and then collaboration between different customers who voice their product problems and work together on a shared solution
        - Attendee comment: Google "character diamonds" – to make something go , it needs conflict. This can apply to customer sessions and personas.
        - Ben -Not a fan of 3rd party, macro-level industry research and trending data.
        - Most of your product is probably NOT used unless you have a single-focus product like Twitter.
            - How do you drive feature adoption? Create user stories around features with a focus on how that feature minimizes risk, or meets on of the other buy perspective goals.
        - Attendee comment: Ongoing customer conversations enable us to move those customers into a more receptive and fuller use of our systems.
        - We too often forget about existing customers when existing customers should be a large part of the strategy since they are already interested in the product
        - Remember that your messaging needs to address more than just the immediate customer. You need to meet the needs of their internal company decision makers that own technology, integration, compliance decisions.
        - When selling a product to a large company in which the product will be widely used, how do you focus the user personas? Think about what will make the product's adoption successful in that organization. Seek out the "lynchpin users" and address them.
        - Book recommendation - "Information Anxiety", 2000. Written by founder of TED conferences/TED Talks. Crafting good questions to create great user experience. Identifying personality types and talking to people.