



Market Driven Growth



Research Methods:

- Observation
- Interview
- Focus Group
- Survey

Customer Understanding

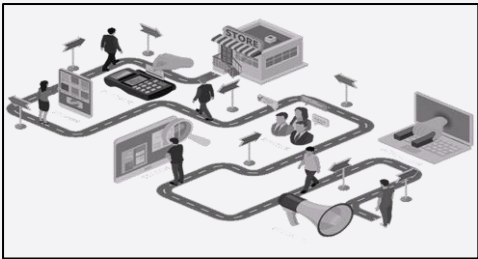
The easier part of customer understanding is data collection. The most important part is knowing what you need to be able to do at the end, and what information you need to do that. Our approach ensures you get the answers you need to the most important questions you have.

Time: 3 to 8 weeks

Location: Online and video sessions

Sample Outputs:

Buyer Journey



Persona



"I know my electronics consume a lot of energy but I don't want my roommate to pay for it."

LITTLE TECH KNOWLEDGE

STAYS AT HOME

NOT CONCERNED

EXPERT TECH KNOWLEDGE

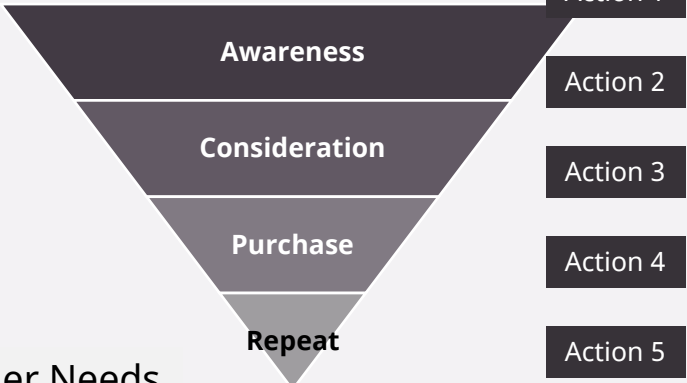
FREQUENTLY AWAY

ENERGY CONSCIOUS

ABOUT SARA

Sara Knight has been living with her roommate, Julia Palmer, for 2 years. Sara is a hardcore gamer and has a lot of electronics, including multiple game consoles and computers. Sara pre-

Touchpoint Actions



Customer Needs

