

Customer Persona Voice Of The Customer – Discussion Guide

1 Context

- A. **Ecosystem / Context Overview** –What areas of the market are you in?
(Market trends, company, competition, position in the market)
- B. **Your Role / Responsibilities** –Could you share an overview of your responsibilities?
(What does success look like, customer, company, team, self, boss)
- C. **Internal Influences** –What other people in the organization are important for your role?
(Marketing, sales, product development, CTO, other departments)
- D. **External Influences**– Are there elements outside your organization that inform your thinking about information technology here?
(Thought leaders, industry peers, competing organizations / solutions, partners, conferences, reading.)

TOPIC PROMPTS
Give your participant time to bring this up themselves. Then if they don't prompt them.

2 Needs

- E. **IT Usage** - How do you use information technology
- Daily
 - Weekly
 - Monthly
- (Hardware, software, service, IT Utility, IT skills level)
- F. **Describing Success – IT Rewards** –What is the impact of working with IT for your role today?
(IT used / unused, works well / poorly, hardware, software, processes, people)
- G. **IT Risks / Constraints** –How does IT get the way of success in your role?
(Systems outages, broken phone screens, hardware, software, processes, people)

3 Solutions

- H. **Find IT Solutions** – If you have a new IT need, what happens?
(Where has the information gathering occurred? Touchpoints, channel, content, campaigns, tech savvy buddy, website, internal help desk,)
- I. **Biggest Frustration** –When considering your technology usage, what's your biggest frustration?
- J. **Magic Wand** If we could solve this problem what would that mean?

4 Discussion Wrap Up

- K. **Summarise / Rank The Topics**
[Confirm understanding, identify the area of most concern)
- L. Ask: What Did We Forget To Ask?
- M. Note Any Solution The Participant Suggested