Understanding your users

- *Nov 2nd*
- Marie Geneste
- Marie@theccollective.com

14:00	**Intros & Ice breaker**
14:10	**Psychological barriers to climate action**
14:30	**Methods to understand your users**
15:00	**BREAK**
15:05	**Persona mapping**
15:25	**User journey mapping**
15:45	**Other research methods**
15:50	**Next steps**

My background

CLT associate with 15y experience in international **marketing, user experience and sales**

Circular economy consultant

Worked with blue-chip and start-up organisations, B2B / B2C

Founded the C Collective to focus only on organisations with positive social and environment impact

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Introductions & expectations

>Your business elevator pitch
>Business stage
>Expectations

Understanding your users

The Attitude - behaviours gap in sustainable consumption

- Overall in G20 countries, 83% of people want to do more to protect and restore nature (Global commons Aug 21)
- But the reality of market shares of sustainable products shows a huge gap

2021
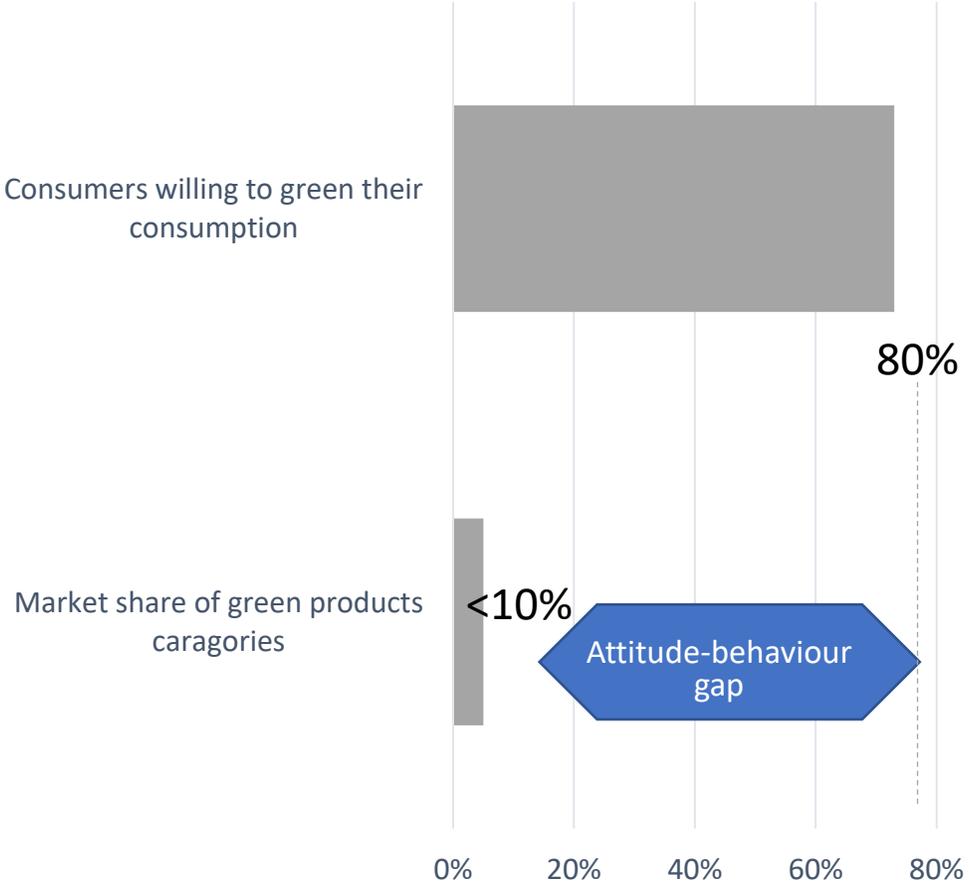share of organic products in food market:

1.8%

2021 – Share of electric cars (BEV) sales

11.6%

Attitudes vs market share - green products/services consumption

Consumers willing to green their consumption

80%

Market share of green products caragories

<10%

Attitude-behaviour gap

0%   20%   40%   60%   80%

We need to bridge that gap by scaling your solutions

WHY is the gap so wide?
Because you're only selling to humans

- Your buyers' daily behaviours are rooted in ancient biology
- **Evolutionary psychology** highlights 5 ancestral forces at play

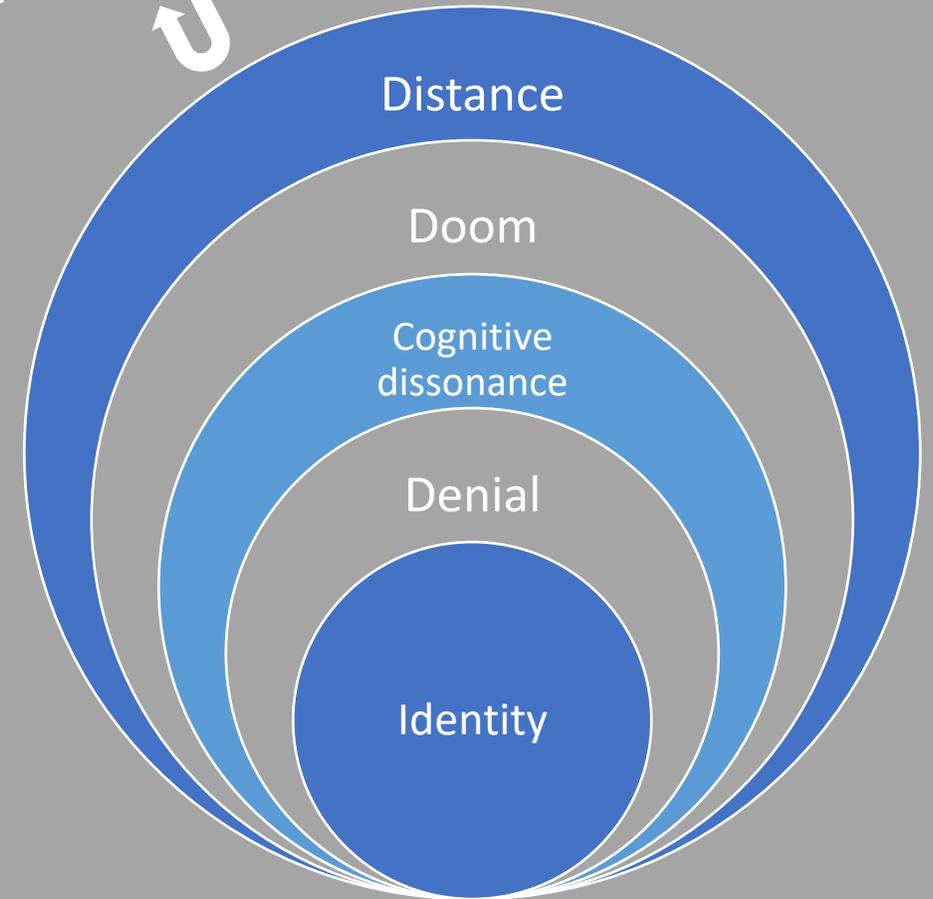SELF-INTEREST   SHORT-TERMISM   DISREGARD OF RISK YOU CAN'T SEE   SOCIAL IMITATION   STATUS

PSYCHOLOGICAL Barriers to sustainable action and products adoption

Source: what we think about when we try not to think about global warming

Climate Message

Distance

Doom

Cognitive dissonance

Denial

Identity

Distance

Problem feels remote because we can't see it as it's far off in space and time

Doom

Negative framing of climate change – cost, loss, sacrifice- creates a need to simply avoid the topics.
People feel helpless and the fear message backfires into inaction

Cognitive dissonance

The mental gymnastics happening when a new reality conflicts with what people want to believe

Identity

We filter news through our professional, political and cultural identity, looking for information that confirms our existing values and notions, filtering out facts that would make us change our identity.
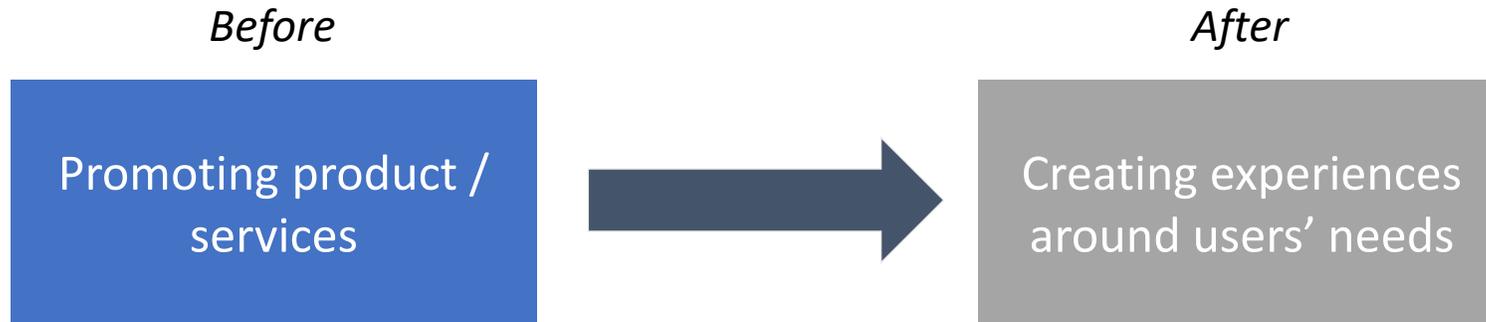
Source: Gallup, https://www.pbs.org/wgbh/nova/article/depoliticizing-climate-change/
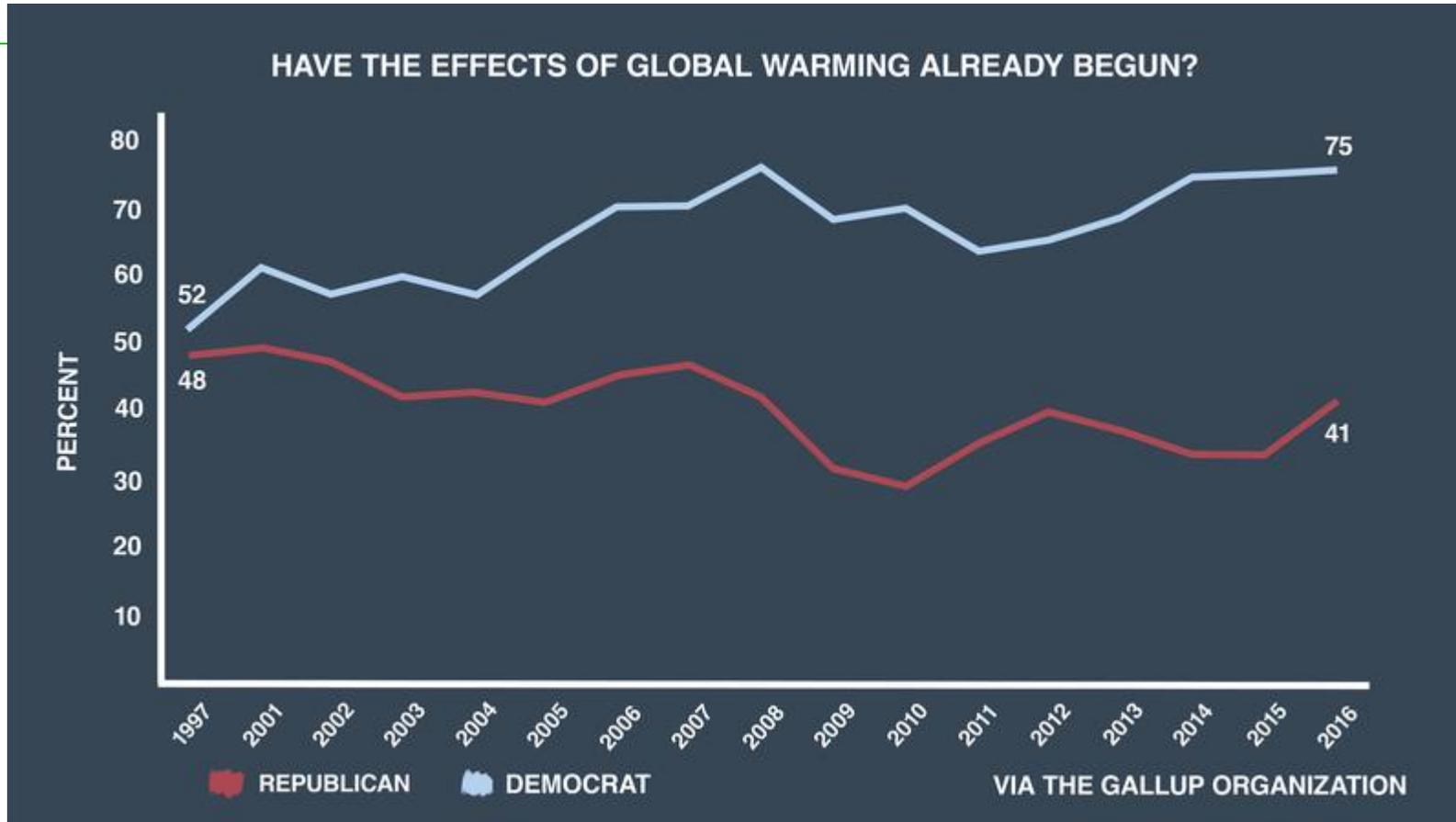
Understanding your users' needs is the 1st step to design great customer experiences

CUSTOMER EXPERIENCE IS THE NEW Marketing

Before

After

| Promoting product / services | → | Creating experiences around users' needs |

Organisations need to design experiences around users' needs, allowing their brand to **emotionally connect** with their users across channels, all through the buying journey

Designing the Product   VS.   Designing the Experience

User Experience Definition

The product of a sequence of interactions between users and an organisation across different channels.

It is how your prospect/customer experiences your brand across all its facets (touchpoints)

… and how your brand makes them FEEL by triggering positive or negative emotions

- TYPES OF USERS

Prospect

User – not paying & Paying customer - B2B or B2C
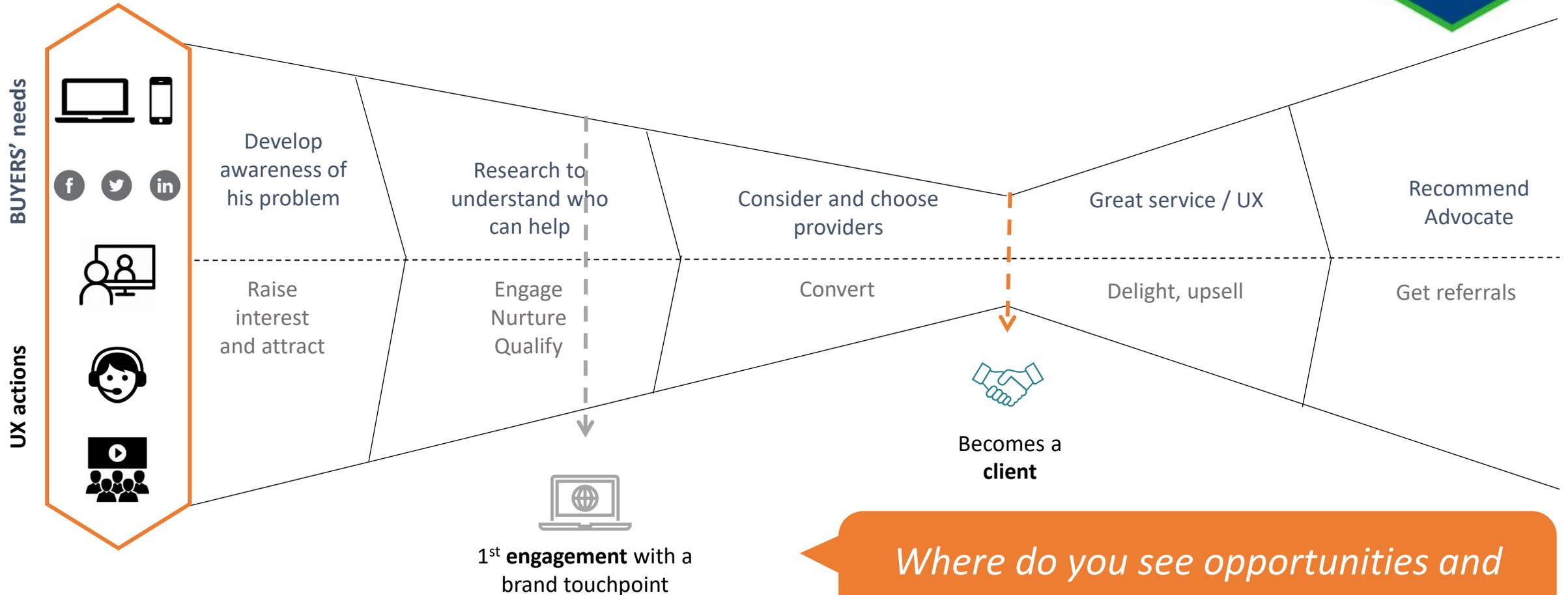
Partner

Employee / applicant

Investor

Influencer

An efficient growth strategy covers all stages and channels of the buying journey
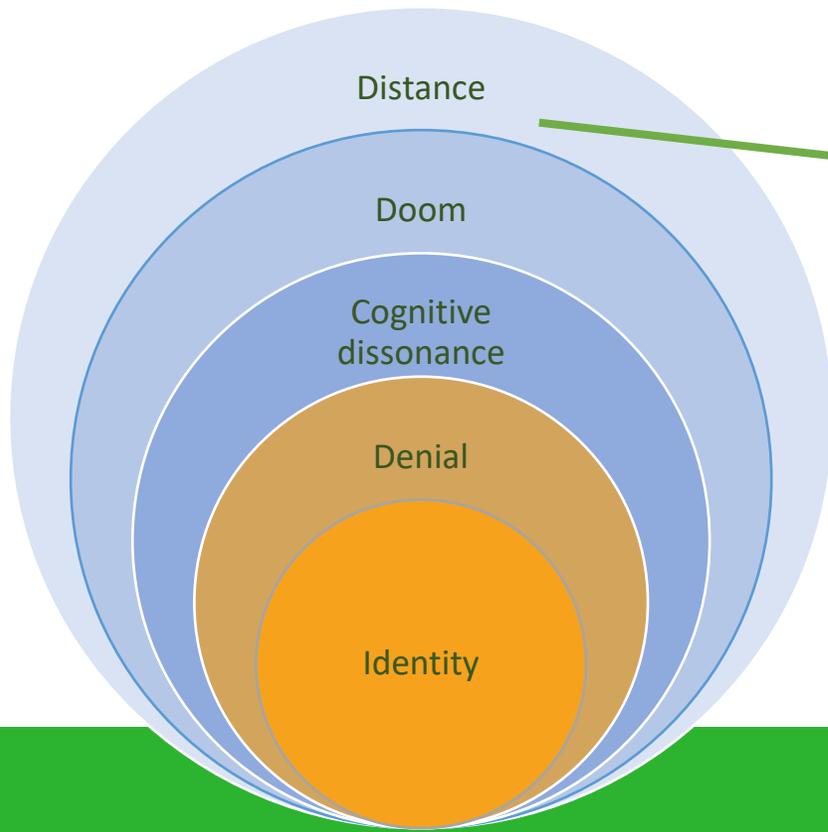

BUYERS' needs

UX actions

Develop awareness of his problem	Research to understand who can help	Consider and choose providers	Great service / UX	Recommend Advocate
Raise interest and attract	Engage Nurture Qualify	Convert	Delight, upsell	Get referrals

1st **engagement** with a brand touchpoint

Becomes a **client**

Where do you see opportunities and barriers to growth for your business?

The virtuous buying journey

The holy grail of growth

Engage
Nurture
Qualify

Convert

Delight

Get referrals

Raise interest
Attract

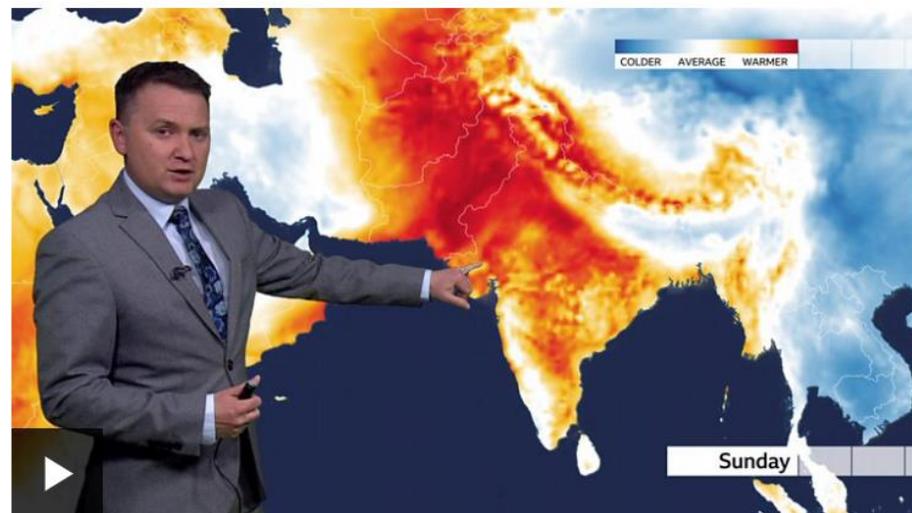Scottish Enterprise
Green Heat Accelerator
Powered by CLT

Great messaging and customer experience allow to bypass barriers to sustainable action

Make the issue feel near and personal to your audience

Distance

Doom

Cognitive dissonance

Denial

Identity

Heatwave in India leaves millions struggling to cope

By Sharanya Hrishikesh
BBC News, Delhi

Intense heatwave grips India and Pakistan

But many experts say India is now recording more intense, frequent heatwaves that are also longer in duration.

Roxy Mathew Koll, a climate scientist at the Indian Institute of Tropical Meteorology, agrees that several atmospheric factors have led to the current heatwave. But adding to all that, he says, is global warming.

"That's the root cause for the increase in heatwaves," he says, adding that more research is needed to link climate change to other, less extreme weather fluctuations.
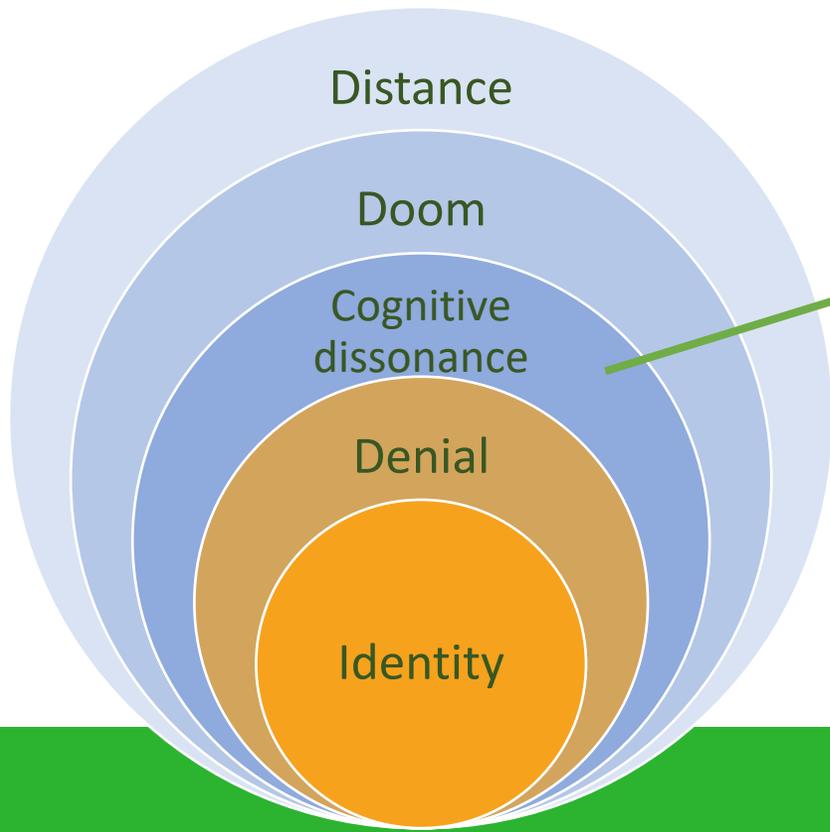
FOOD

A Shortage of Beer and Fries? Climate Change Hits Europe Where It Hurts

By Conservation International | Oct. 11, 2018 12:04PM EST

Great messaging and customer experience allow to bypass barriers to sustainable action
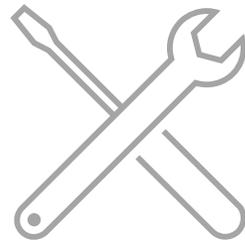
Distance

Doom

Cognitive dissonance

Denial

Identity

Reduce dissonance by providing easy ways to take action

How to understand your customers

Good research will be the foundation of your marketing and user experience

- RESEARCH
    - User research
    - User personas
    - User journey mapping

- DESIGN
    - Service maps
    - Information architecture
    - Wireframes / Visual design

- TESTING / PRODUCT VALIDATION

RESEARCH

stages and methods

- Research preparation
    - Desktop research
    - Analytics
    - Define your research assumptions and questions
    - Define research methods
    - Stakeholders interviews
    - Draft target user profiles to decide who to speak to during the research
    - Prepare recruitment of research participants

- Run research
    - Recruit participants
    - Online surveys, Focus groups
    - Observation
    - 121 interviews (min x15 with min 3-5 for each user profile)
    - Sprints of 5 ITWS

- Analyse & Wrap up
    - User persona
    - Mapping existing user journeys

User persona, a key output or user-research and cornerstone of UX and marketing

Edward Gibbs

Definition

- A representation of the motivations and behaviours of a hypothesiezed user.

Persona vs segments

- Segmentation usually focus on data such as demographics, purchase behaviours, buying patterns, prefences. Personas provide a deeper understanding than segments of whom you are designing your service or communications for, by focusing on the wants, needs and motivations of various types of users.

- Typically, an organization can develop 3 to 6 user personas:
  1. Primary user personas focus of the end users of your service
  2. Secondary personas will be buyers, influencers, admin, partners or investors

Jasmine, the fired up next gen investor

I'm doing my best to invest for good as there's too little money flowing in high-impact solutions and too much impact washing

30s
Single
Lives in a European capital

Jasmine's family founded a leading retail group.
A family office was created following its sale. Since her late twenties, she has been using capital inherited for philanthropy and impact investment. Also involved in activism and lobbying for good.

Information sources and touchpoints

- Next gen education programs
- Fellow impact investors and Next Gen investors
- Credible sources (Impact assets 50)
- General media
- Social media (Twitter, FB, Linked In…)

Objectives and motivations

- Lobby people in power to bring systemic changes
- Wants to influence more the Family Office to have active impact investment and measurement.
- Invest in people who know what they're doing

Pain points/challenges

- Can only influence investment decisions of Family Office as not wealth owner
- Invest through funds because don't have capacity or knowledge to invest directly into companies.
- Too little money in impact. Greenwashing.

Daily activities

- Works mainly from home
- Meets a lot of people
- Likes to exercise and enjoy socializing with friends
- Goes to a lot of networking events

Example / Sustainable building project

0 – Layman	1 – Beginner	2 – Practitioner
Could be interested if he knew about it	*Needs more understanding and practice*	*Has training and delivery experience*

knowledge →

Min to deliver / buy PH

Self-build

Social / Educational

Jo,
the conscious home-owner

Alex,
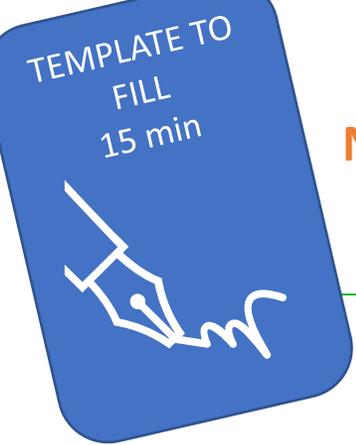the pragmatic architect

Raj,
the social housing manager

Ciara,
the experienced contractor

Anita,
the enthusiast PH Designer

Name, short description

quote

Green Heal
Accelerator
Powered by CLT

Photo

xx

Information sources and touchpoints

- xx

Demographics

Objectives and motivations
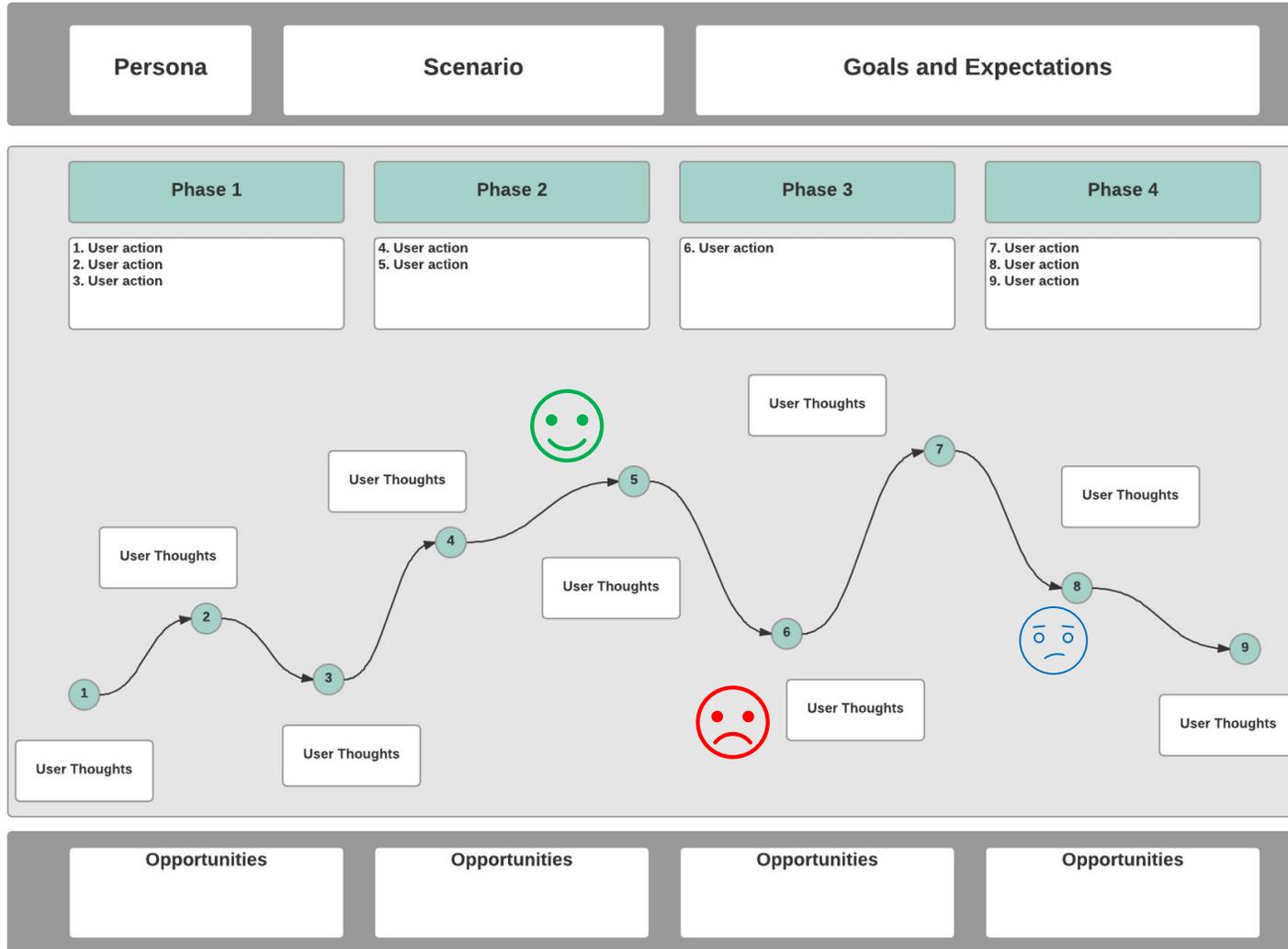
- x

Pain points/challenges

- x

Daily activities
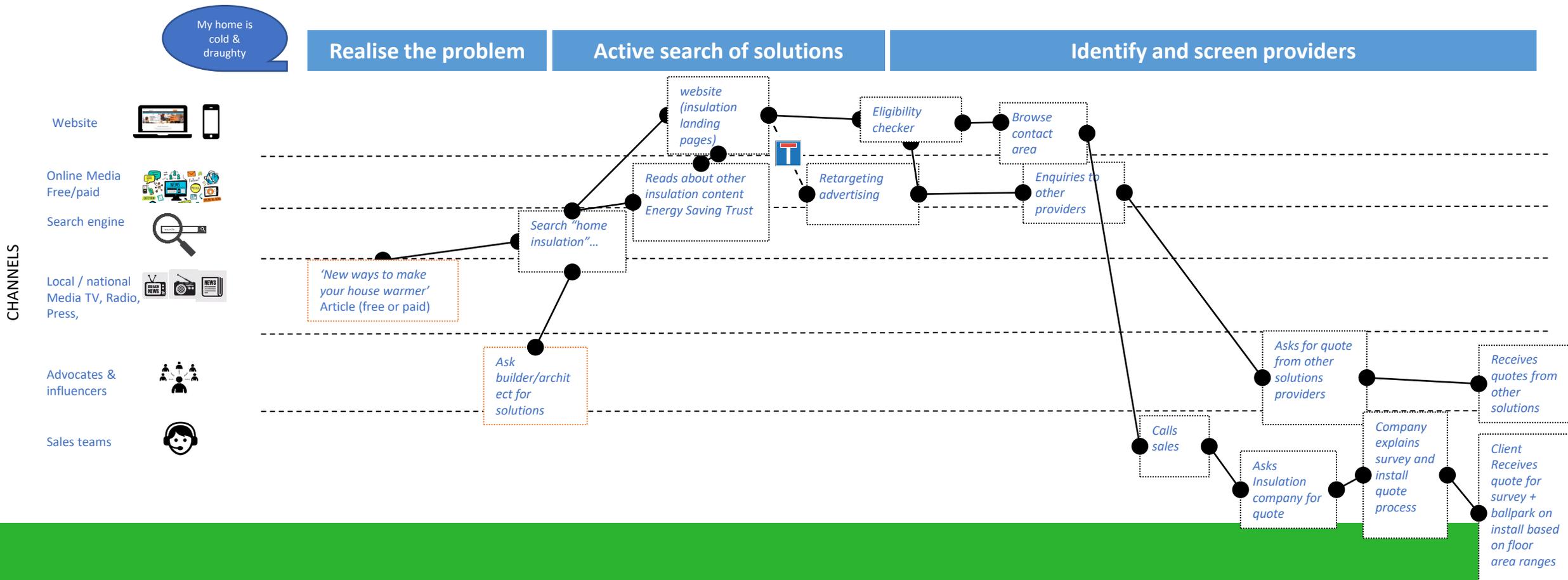
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User journey

Covers the path from discovery of a need/ through to finding solutions to Fullfill it.

- ✓ Allows to visualise the user interactions with different touchpoints
- ✓ Time based
- ✓ Captures user insight, emotions.
- ✓ Allows to identify opportunities
- ✓ Great collaboration tool

PERSONA:
JOHN THE RETIREE

USER JOURNEY:
I want to find a simple solution to make my home cosier

Scottish Enterprise
Green Heat Accelerator
Powered by CLT

CHANNELS

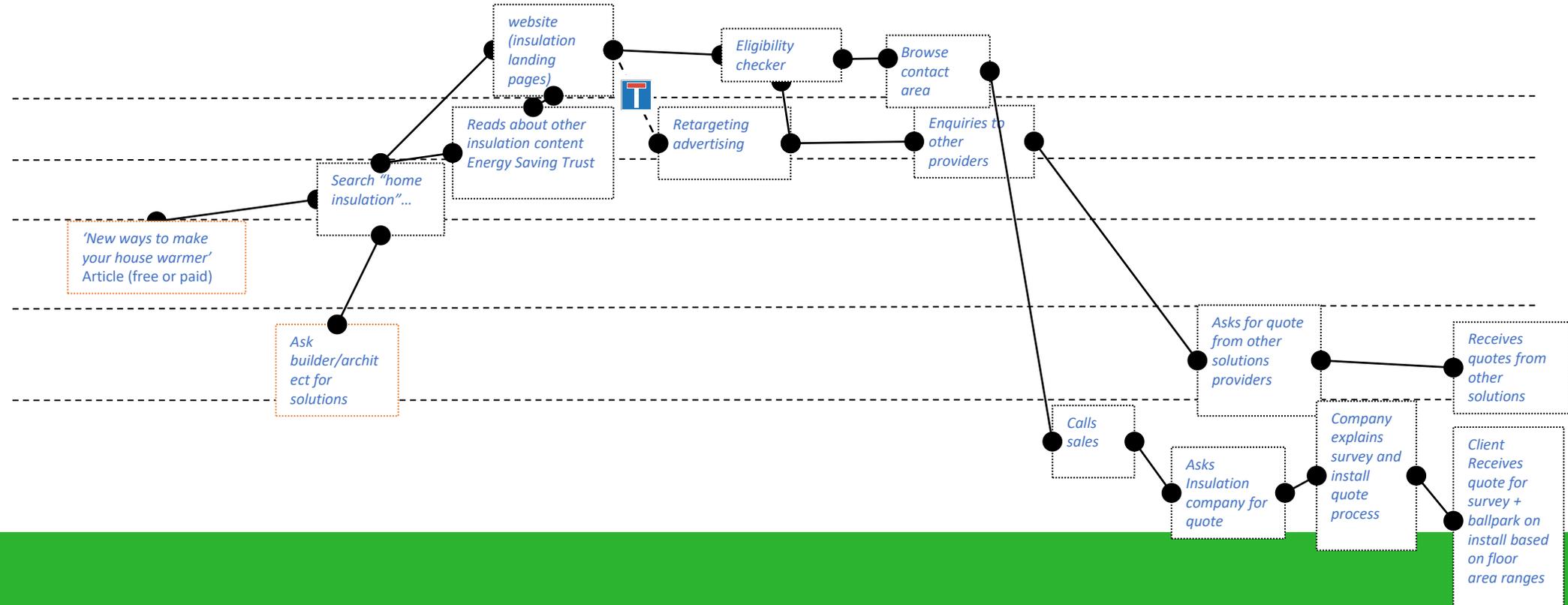My home is cold & draughty

| Realise the problem | Active search of solutions | Identify and screen providers |

Website

Online Media Free/paid

Search engine

Local / national Media TV, Radio, Press,

Advocates & influencers

Sales teams

website (insulation landing pages)

Eligibility checker

Browse contact area

Reads about other insulation content Energy Saving Trust

Retargeting advertising

Enquiries to other providers

Search "home insulation"…

'New ways to make your house warmer' Article (free or paid)

Ask builder/architect for solutions

Asks for quote from other solutions providers

Receives quotes from other solutions

Calls sales

Asks Insulation company for quote

Company explains survey and install quote process

Client Receives quote for survey + ballpark on install based on floor area ranges

USER JOURNEY:

Scottish Enterprise

Green Heat Accelerator

Powered by CLT

Journey phases

CHANNELS

Experience map = end to end journey from awareness to advocacy
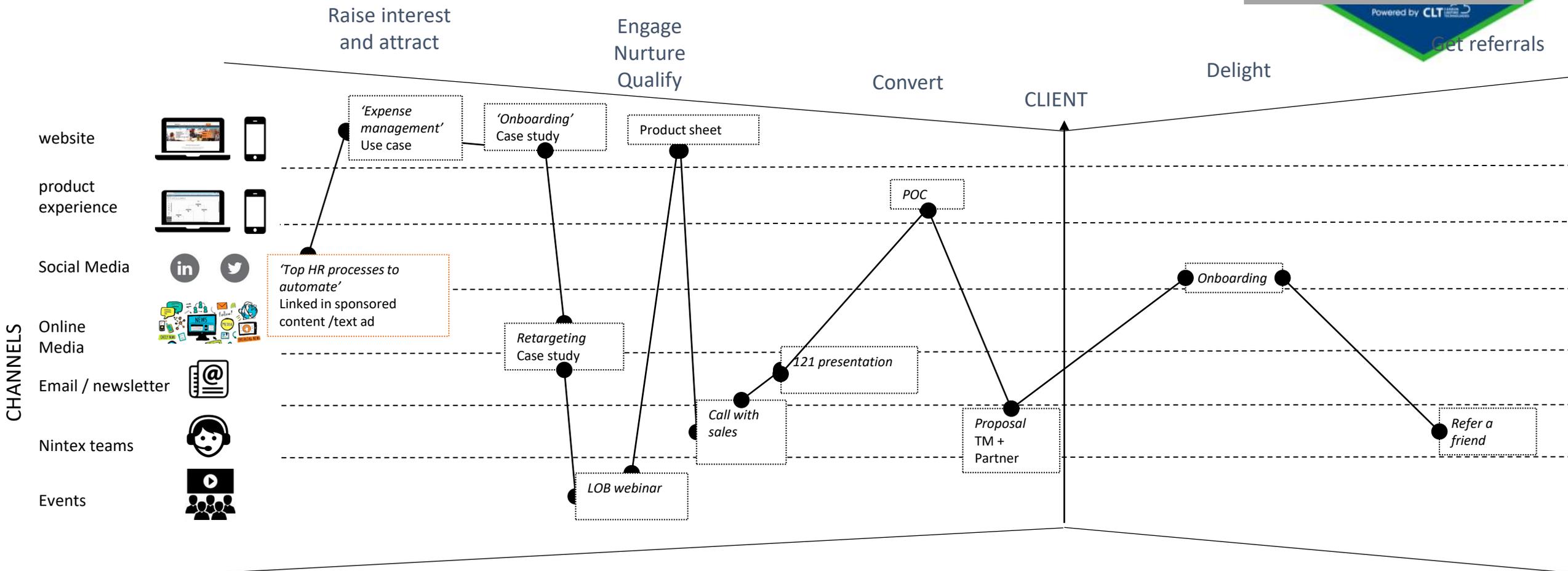
Product / service validation through PROTOTYPING & testing

Invest in user testing at early stage to avoid the costly error of building something that does not work
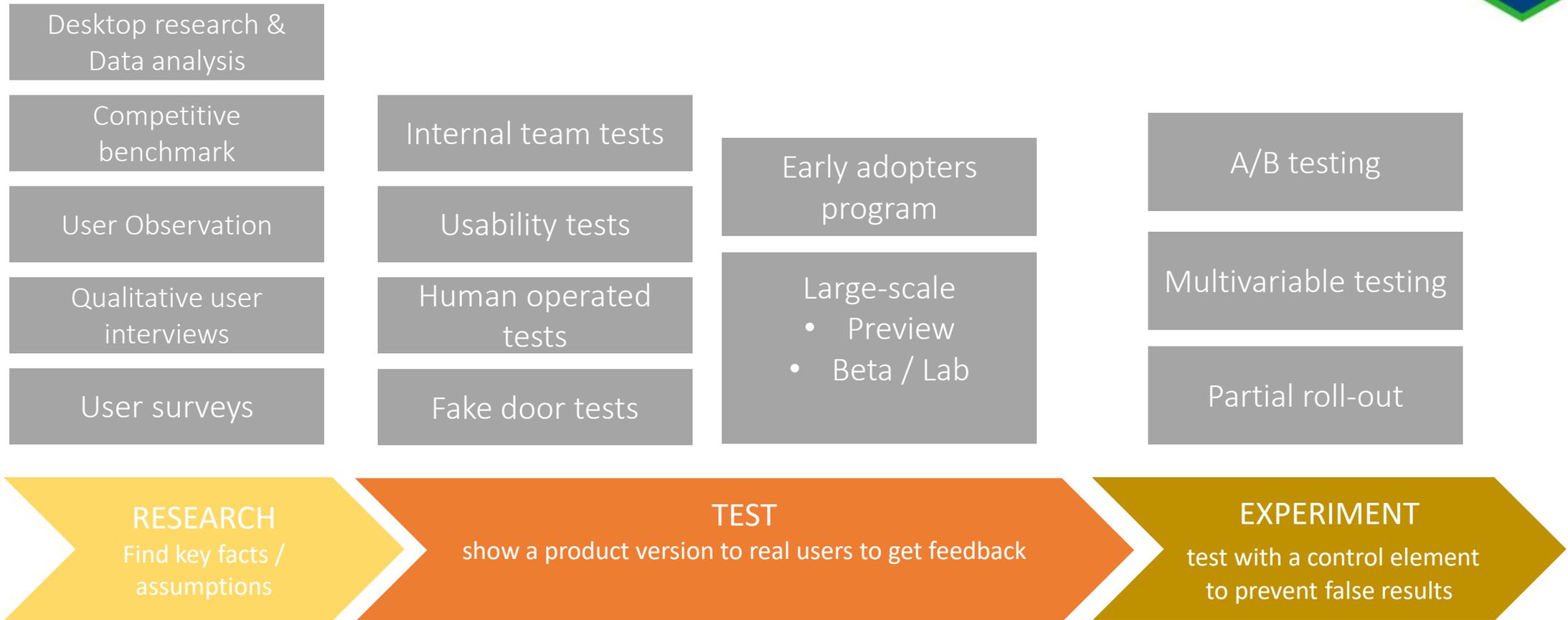
Test your service at all stages using storyboards, paper prototypes, interactive mock-ups

Involve outsiders ie UX experts and real users

TIPS:

Validating your product/service with users, from research to experimentation

Desktop research & Data analysis			
Competitive benchmark	Internal team tests		
User Observation	Usability tests	Early adopters program	A/B testing
Qualitative user interviews	Human operated tests	Large-scale • Preview • Beta / Lab	Multivariable testing
User surveys	Fake door tests		Partial roll-out

RESEARCH
Find key facts / assumptions

TEST
show a product version to real users to get feedback

EXPERIMENT
test with a control element to prevent false results

Next steps – Follow up session 10th Nov @3:30

TO DO
- Draft 3 or 4 main user persona
- Draft one key user journey
- Share with the group
- Ask questions

In the mean time
- Feel free to contact me on marie@theccollective.com