Customer-Driven Thinking for IT Projects

Presented by
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DHS/CISA
Agile Approach

- Stakeholder Analysis
- Joint Application Development (JAD) sessions
- Grooming sessions
- Mid-Sprint Demos
- End-of-Sprint Demos
- User Acceptance
Sounds familiar?

You went by the book, and you still failed.

😄 Yes, it happened to me!

😊 No, that has not happened to me yet
Overcoming Failure

I failed; therefore, I can improve
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Successful Failure

Sometimes the best thing that can happen to you is to fail.
What went wrong?
Failure to connect with the customer
Out of options?

Look for ideas outside your realm
Private Sector

Marketing is a key activity in selling services and products.
Product

Looking at the product from the customer’s perspective
Promotion

Presenting your product in an appealing way to your customers
Knowing your Customer

Design and develop your product with the customer in mind
Data Analytics

• Top users
• Type of users (roles)
• Top pages

• Pages less visited
• Patterns & trends
Focus Group

• Mindful selection of participants
• Before or during product development
• New features

• Look and feel
• Improvements to current product
Beta Version

- Voluntary, random or targeted selection of participants
- During development of product
- Early access to product
- Functionality
Surveys

• Random or targeted selection of participants
• After release
• Product quality

• User satisfaction
• New released functionality
Any one?

Which of these engagement tools would you be more willing to try out?

- Focus Group
- Beta Version
- Survey
Promote

The more effort you put in promoting your product, the higher your probability of increasing user acceptance.
Market Niches

- Segment of customers with a common characteristic(s)
- Filling the specific need for these customers
- Appealing to them as a group
- Minor enhancements
Marketing to Individuals

- Individuals with a high profile, influence or power
- Gaining the buy-in of these individuals
- Minor enhancements
- Sell your new features
Influencers

Would you follow me?
Any one?

Which of these strategies are you willing to try?

• Market Niches
• Marketing to Individuals
• Influencers
Add a Video!

- Email
- Banner on app
- Tutorials
- Demo
When a new release comes out...

I rather ...
😊 Read about it
😊 Watch a short video
_PRINTF_:
Neither; I just dive in!
Selling Innovation

The toughest sell
That’s not how we do things here

Have you faced opposition when proposing new ideas?

😊 Yes
😊 No
😊 I never propose new ideas
Fear of Change

We fear change because we can’t anticipate the outcome
The war of the technologies

Choose your poison:
- Apple
- Microsoft
- Not my game 😊
Positioning

• Establishes the company or brand in relation to competitors.
• Upgrades, replacements, new functionality
Selling Innovation

• Make customers feel they have some control by including them in your design
• Let customers know they are heard by incorporating their feedback
• Promote & advertise your product
Takeaways

What we hope you will remember from this presentation
Remember

- Design your product from the customer perspective
- Make your customers feel they are heard
- Promote your product as much as possible before you release it
- Don’t be afraid of looking for ideas outside of your realm
Questions

No need to be shy now
Thank you!

Don’t be afraid to break the box!

“My team is having trouble thinking outside the box. We can’t agree on the size of the box, what materials the box should be constructed from, a reasonable budget for the box, or our first choice of box vendors.”