

IF YOU'RE ONE STEP BEHIND
GOOGLE, YOU'RE TWO STEPS
BEHIND YOUR CUSTOMER.

PRIMARY
+
SECONDARY

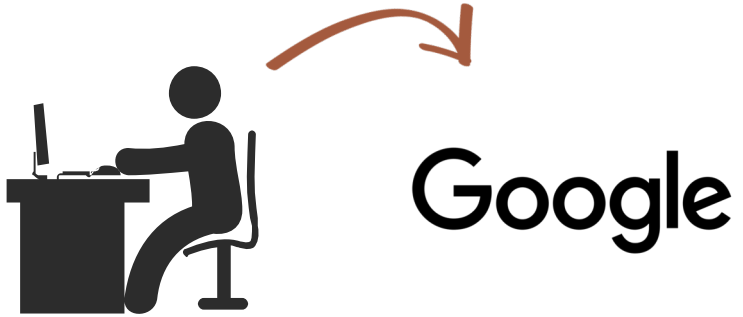
QUALITATIVE
+
QUANTITATIVE

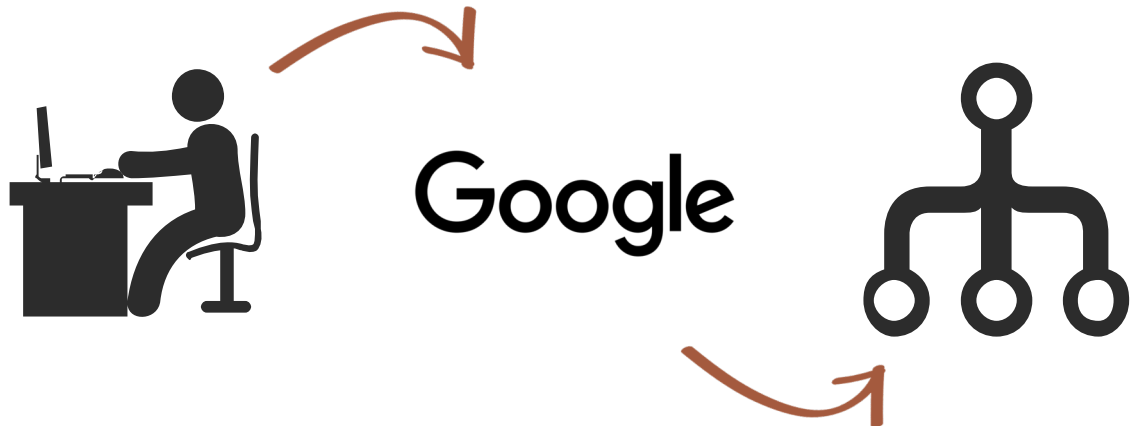
THE RATIONAL
WORLD OF
ALGORITHMS IS
NOT A
REFLECTION OF
HOW HUMANS
MAKE
DECISIONS.

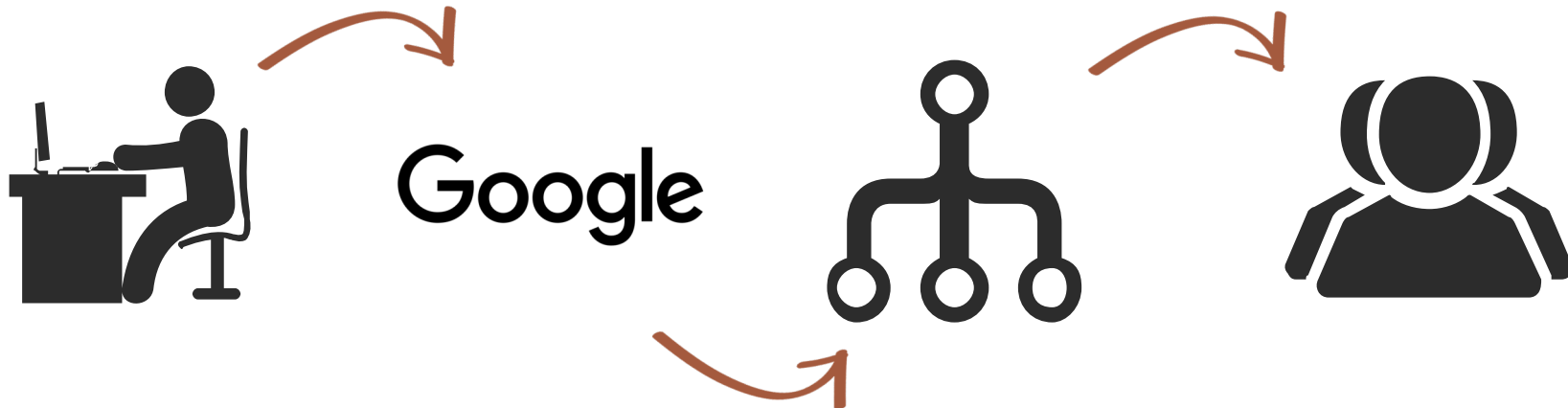


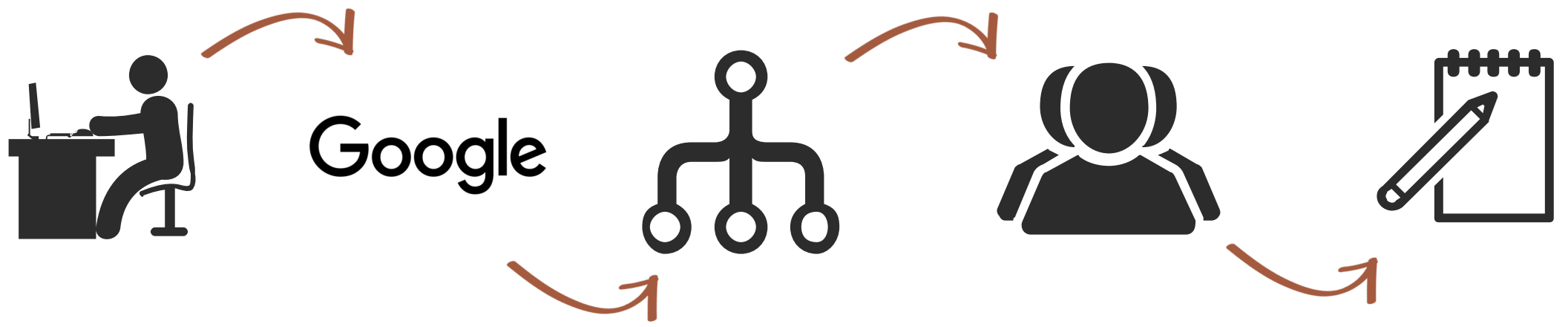
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Data are people, too.



**WHAT
GOOGLE
GIVES
US.**



**WHAT
GOOGLE
GIVES
US.**

Q outdoor furniture 

Google Search

I'm Feeling Lucky

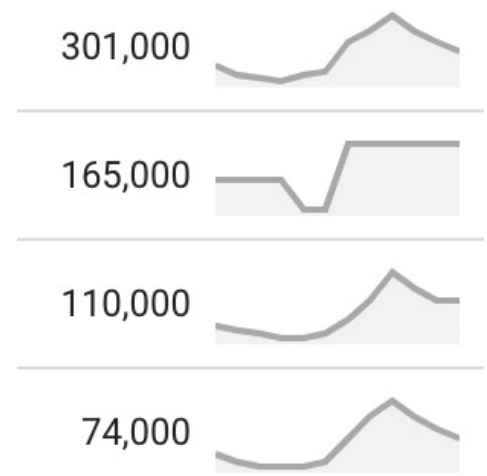


WHAT GOOGLE GIVES US.

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Google Search

I'm Feeling Lucky





WHAT GOOGLE GIVES US.

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Patio Furniture - The Home Depot

<https://www.homedepot.com> › [Outdoors-Patio-Furniture](#) ▾

We added more **patio furniture** and **outdoor furniture** to our assortment – more styles, more patio sets for you to choose from. Made from weather resistant ...

[Special Values - Patio ...](#) · [Outdoor Lounge Furniture](#) · [Outdoor Bar Furniture](#)

Patio Furniture You'll Love in 2019 | Wayfair

<https://www.wayfair.com> › [outdoor](#) › [cat](#) › [outdoor-patio-furniture-c33338](#) ▾

Find **Patio Furniture**, including tables and chairs you'll love at Wayfair. Enjoy Free Shipping & our large selection of **Outdoor Patio Furniture**.

[Outdoor & Patio Furniture Sale](#) · [Outdoor Tables](#) · [Outdoor Umbrellas](#)

301,000



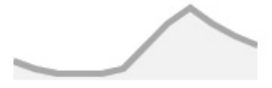
165,000



110,000



74,000





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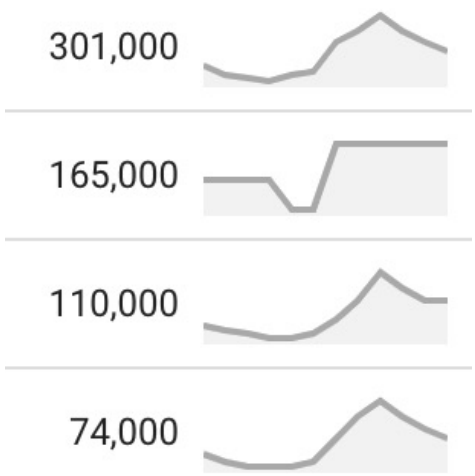
Special Values - Patio ... · Outdoor Lounge Furniture · Outdoor Bar Furniture

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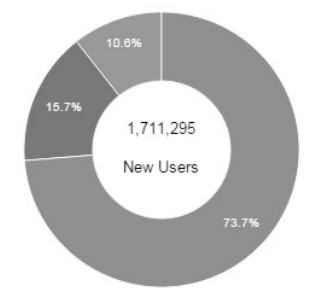
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■ desktop ■ mobile ■ tablet





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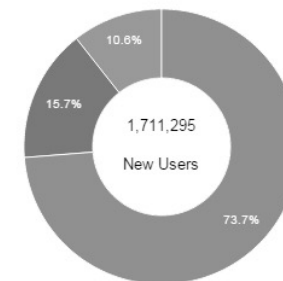
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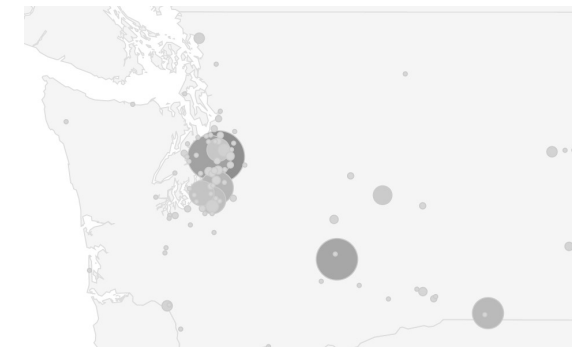
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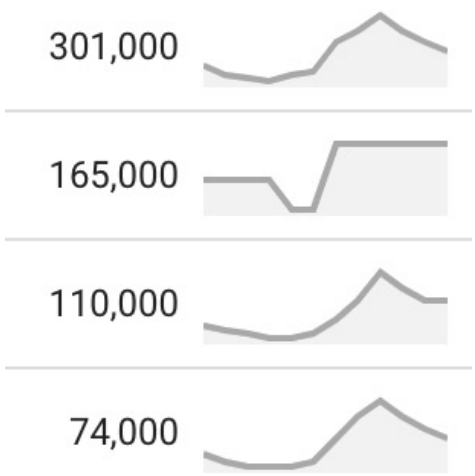




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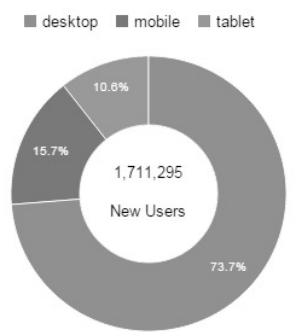
Q outdoor furniture

Google Search I'm Feeling Lucky

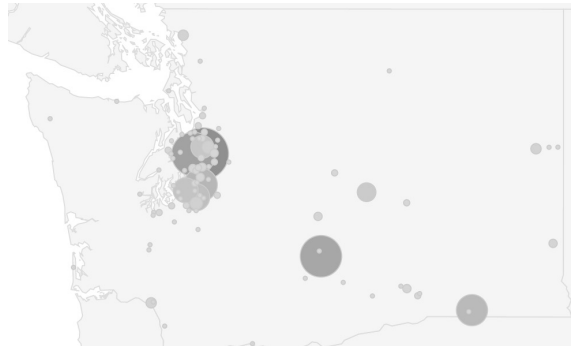
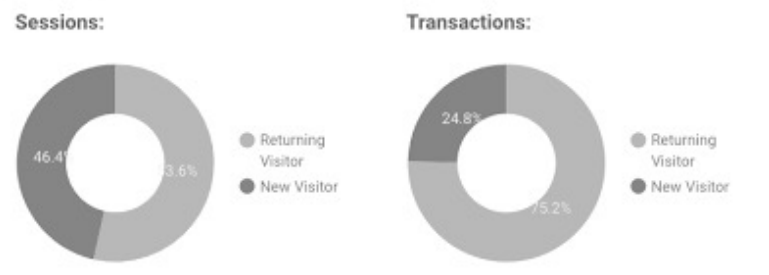


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Engagement by User Type:



“ LITTLE BY LITTLE,
THIS SORT OF
SHALLOW
INTERACTION CHIPS
AWAY AT OUR
EMPATHETIC
CAPABILITIES.”

- DR. HELEN REISS





**WHAT OUR
CUSTOMER
GIVES US.**



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WHAT OUR CUSTOMER GIVES US.





WHAT OUR CUSTOMER GIVES US.





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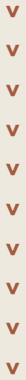
WHAT OUR CUSTOMER GIVES US.





Big data can tell you what people do at scale, but only **your customer** can tell you what they're thinking and why they do what they do.







1

DEFINE

2

ASK

3

OBSERVE

4

QUANTIFY

1 DEFINE.

- » Write it as a question.
- » Keep it specific.
- » Keep it focused.
- » Keep it simple.

2 ASK.

5 CUSTOMERS.

10 QUESTIONS.

20 MINUTES.

... and some \$25 gift cards.

2 ASK.

Take me back to the day when you decided to purchase _____. What sparked your decision?

STORIES ARE
AUTHENTIC HUMAN
EXPERIENCES.

THEY CONNECT US.



2 ASK.

~~What type of information was most helpful when searching?~~

What information would have been helpful but was missing?



Negative emotions **involve more thinking.** Information is processed more thoroughly than positive emotions.



2 ASK.

What concerns, if any, did you have about purchasing our product?



“Cushions are so inviting, but are you really going to take them all in every night? Are they OK out all day and night all summer long? How long do they stay wet after a rain or the early morning dew?”

- JENN



2 ASK.

What nearly stopped you from purchasing?

Search results for: 'discount code'



Your search returned no results.

Search Tips

- Double check your spelling.
- Try using single words.
- Try searching for an item that is less specific.
- You can always narrow your search results later



Home / Search results for: 'discount code'

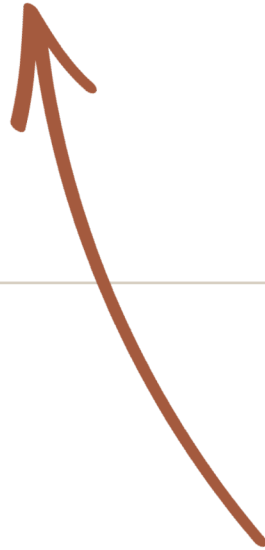
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Your search returned no results.

Search Tips

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500+

SEARCHES



MARKETERS UNDERSTAND
THE INDUSTRY AT LARGE.

SALES UNDERSTANDS YOUR
CUSTOMER.

bit.ly/customer-interviews

3

OBSERVE.





 **VALIDATELY**

User Testing[®]

 **userzoom**
THE UX INSIGHTS COMPANY

[About](#) [Store](#)

[Gmail](#) [Images](#)



[Sign in](#)

Google



Google Search

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 **VALIDATELY**



IT'S HUMBLING
TO WATCH YOUR
CUSTOMER
STRUGGLE
BECAUSE OF
SOMETHING
YOU DID.

Durability

Price

Dimensions

Material

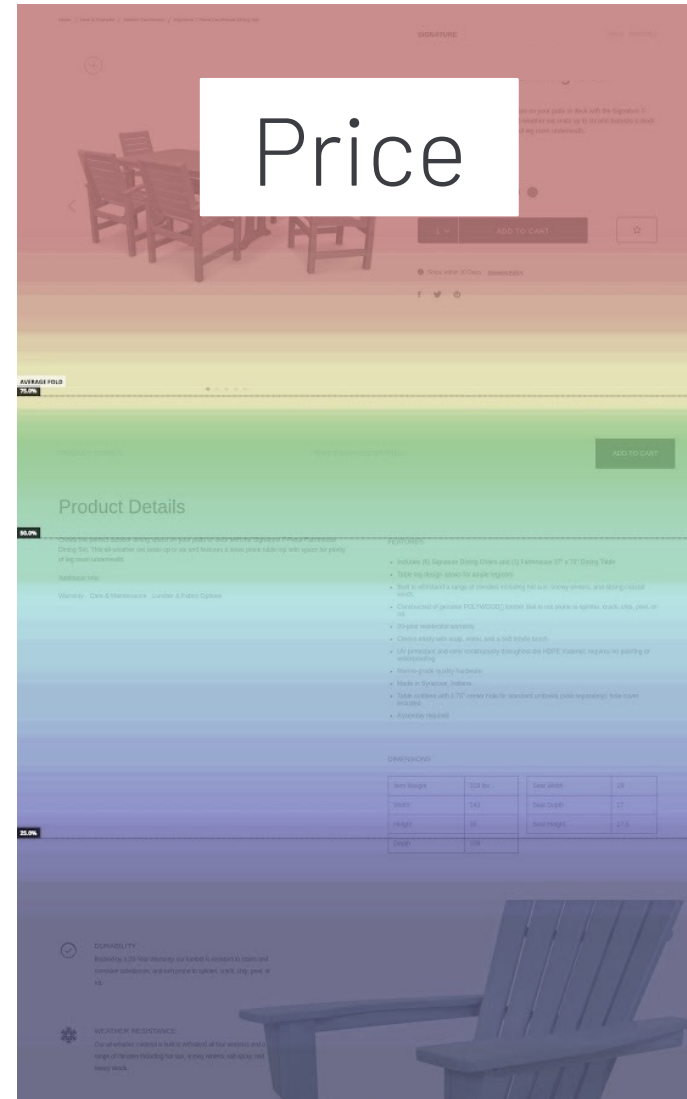


Durability

Price

Dimensions

Material

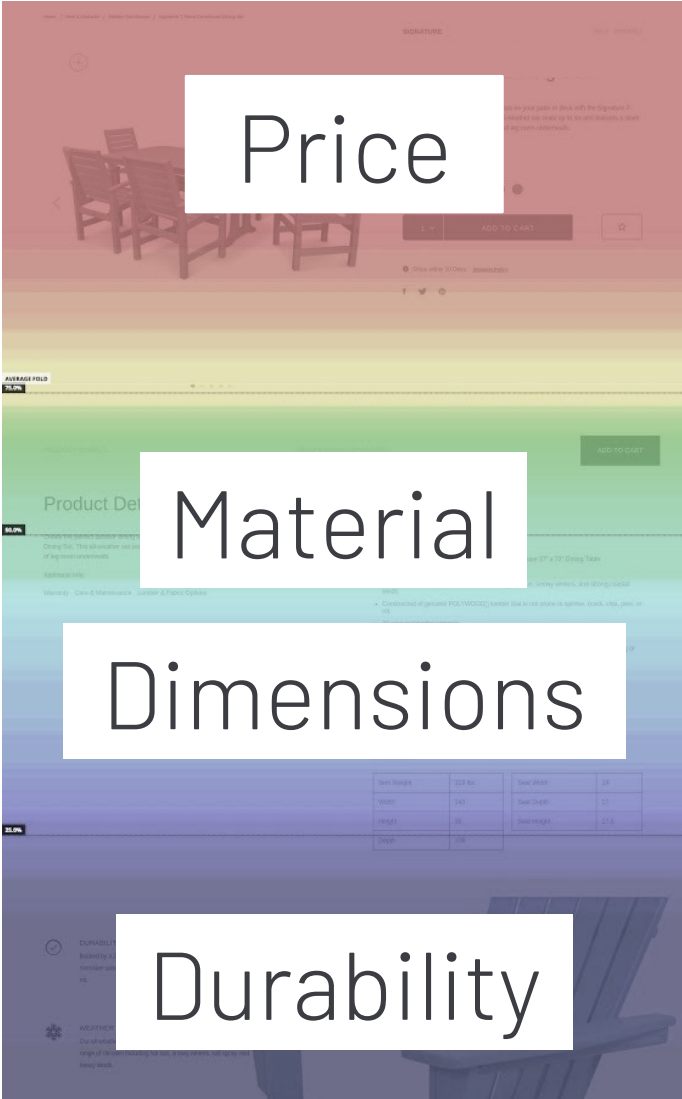


Durability

Price

Dimensions

Material



4 QUANTIFY.

DECISION





JUST DON'T
FORGET WHO
WE'RE DOING
THIS FOR.





THANK YOU

