

AUGUST 2025



Qualitative customer
research
+
Industrial design



Qualitative customer
research
+
Journey mapping
+
Product development



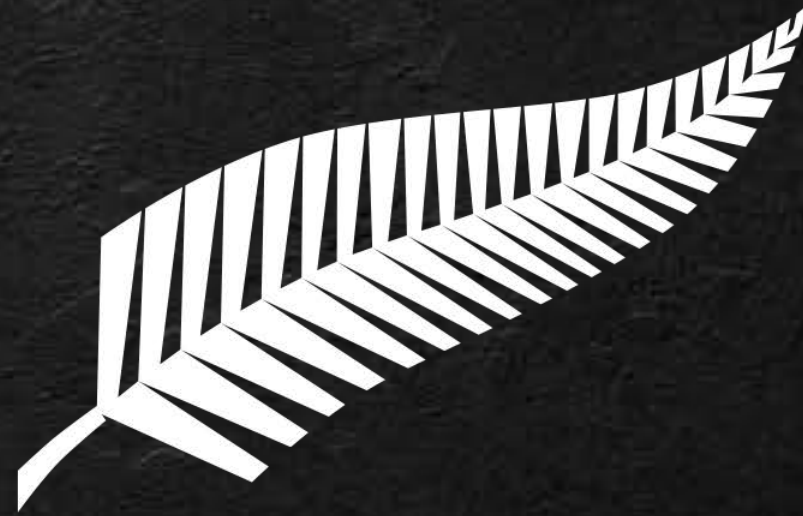
Qualitative customer
research
+
Journey mapping
+
Product development



Qualitative customer
research

+

Product design +
development



ALL BLACKS[®]

EXPERIENCE

TE WAIRUA ŌPANGO







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**Because its easier to design
for a customer
you UNDERSTAND**

Voice Of Customer

the dark arts

101

The Don'ts:

No leading – don't load the answer you're looking for in the question

No selling – leave the preconceived solution or assumptions at home

No future talk – stick with the present and the things they've done

Defer judgement – the customer cannot think there is a right or wrong reply

So, **how useful** would
it be **if there was**
a **simple new tool**
to **help you do that a**
different, better way?

....*Leading*

....*Future talk*

....*Selling in*

....*Leading, selling &
future talk*

The Do's:

Break the rules – just be sure to follow up the ‘loaded’ question with the ‘why?’

Be neutral – practice your poker face

Shhh! – embrace silence, make space, capture the things they almost didn't say

Listen and reflect

It sounds like...

So, from your point of view...

In your experience...

Probe

Why do you say that?

Anything else?

Can you give me an example?

What specifically..?

Getting below the waterline :

Customer Voice

“I want a more reliable washing machine”

Researcher:

“What is unsatisfactory about the reliability?”

“The pump is always breaking down”

“What happens to the pump?”

“It gets clogged with dirt”

“Are the clothes you wash very dirty?”

“NO”

“Where does the dirt come from?”

“Washing my potatoes”

On the road..

Campervan holidays
in NZ and Australia



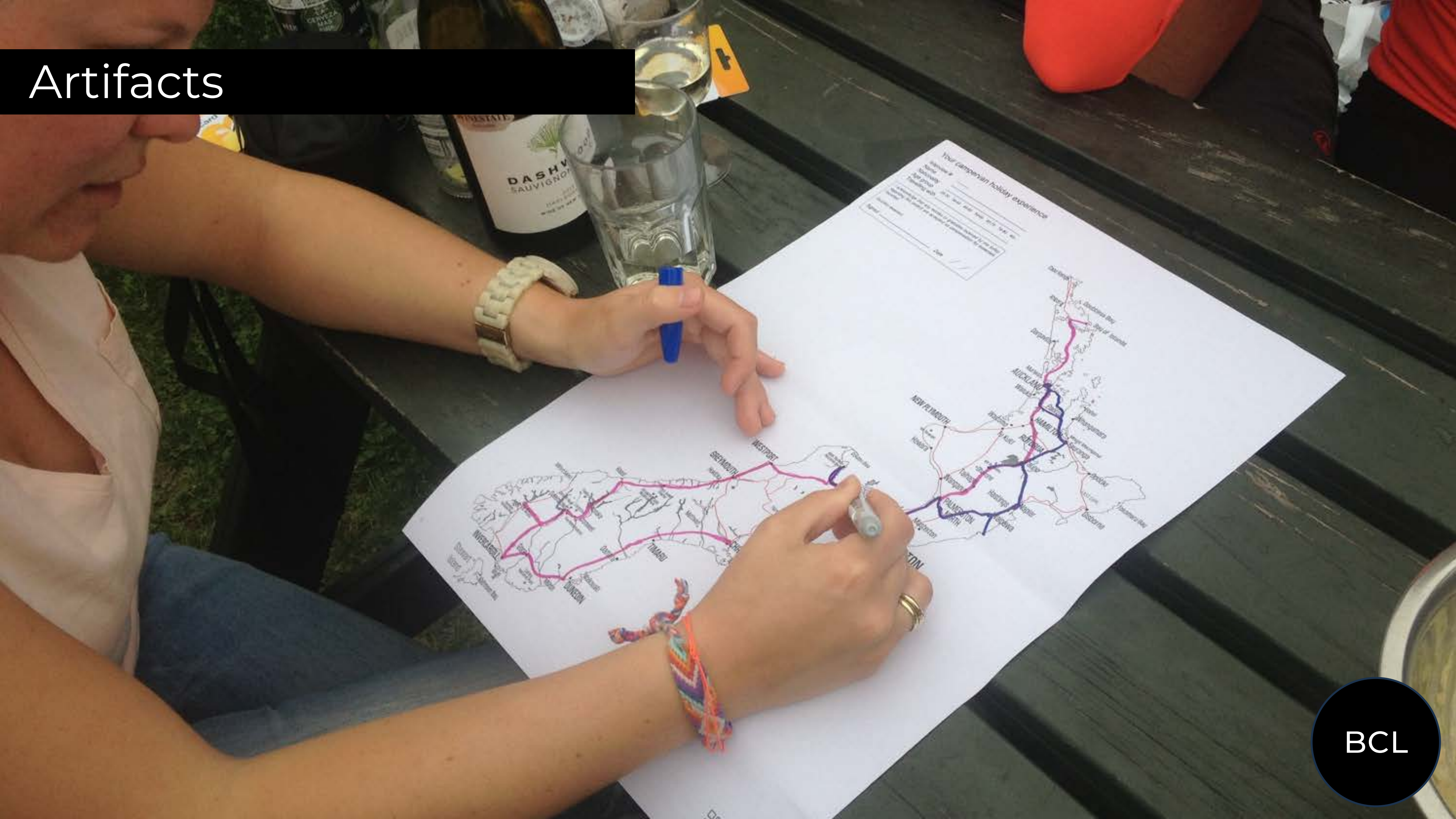
BCL

Interviews, stories



BCL

Artifacts



Environments

SHOTOVER JET \$109
BUNGY JUMP \$50
CANYON SWING \$180
PARAGLIDE \$215
RAFTING \$179
ZIPTREK \$99
MILFORD SOUND \$119
HELI FLIGHT \$135
SKYDIVE \$299
CANYONING \$185
QUAD BIKING \$199
KAYAKING \$99
FOX



TAKE YOUR
COMBO & SAVE

WHERE ARE YOU
GOING NEXT???

FRANZ JOSEF \$149
FOX GLACIER \$129
AUSTRALIA \$209
FIJI \$209
THAILAND? \$

Interactions



Data & analysis

TS Happ



Q 07

Matt + 3 Friends

20s

Japan, Korea, China.

Jucy 4BT

S

Signet

Matt

Date

Jucy 4 b tns



T 16

Barbara & Christine & Gert

50s, 30s & +10

Switzerland

Rental car & Cabin

S

Barbara & Christine & Gert

WALK-IN NO BOOKING.
1 passenger did all the research
Ask Kiwi friends for rec.
1-site is trusted info source
Would like better internet access
4 berth is not big enough for 4.
Frequent internet access
LESS talking to other travellers
2 weeks too short, just do SI
next time.

- Minimal research.
- Low driving confidence.
- Bus not used often for transport.
- Lonely Planet travel.
- Struggled with driving directions.
- Appointed driving stage.
- Low confidence in English.
- Missing to show from camp & park.
- Had Switzerland.
- Laid out luggage.
- Low driving.

Unpacking



Synthesis

High cost /
expectation

	1. AWARE	2. COMPARE	3. VALIDATE	4. SELECT.
GOALS:	learn what's available + attractive to us.?	which is going to be best for our needs.	check. Are we sure?	lock it in. Relax.
ACTIVITIES	EVERY TOOL IN THE BOX, But trying to filter vast Qty. of information.	Internet, Tripadvisor, Operator sites i-sites. triangulate between sources.	Trip advisor other campers i-sites. (must be trusted source)	commit. Booking via online or not

DECISION MAKING PROCESS.

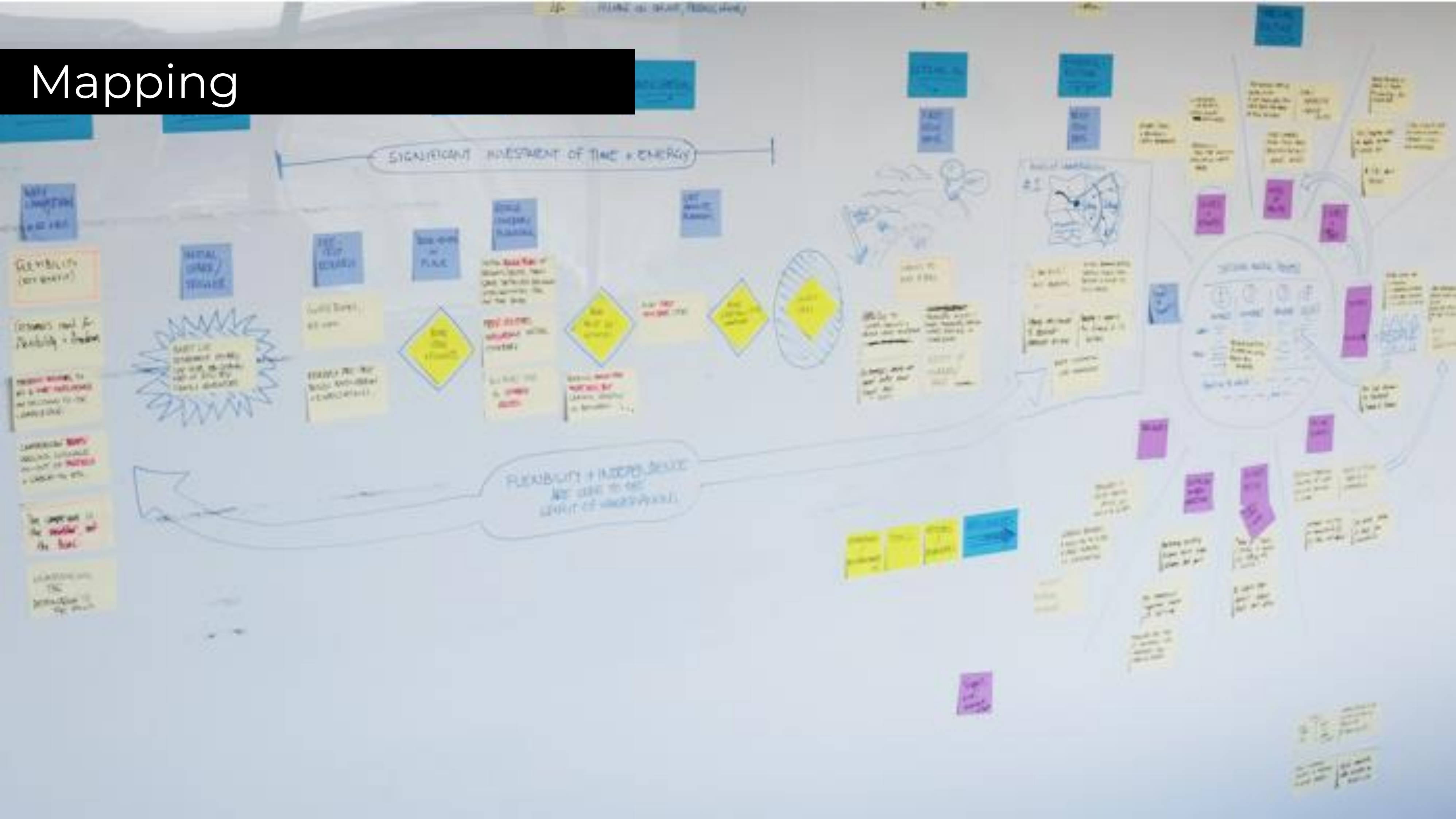
WHICH.? REGION TO VISIT, ROUTE TO TAKE, PLACE TO STAY,
ACTIVITY TO DO. OPERATOR TO USE.

INFO. S

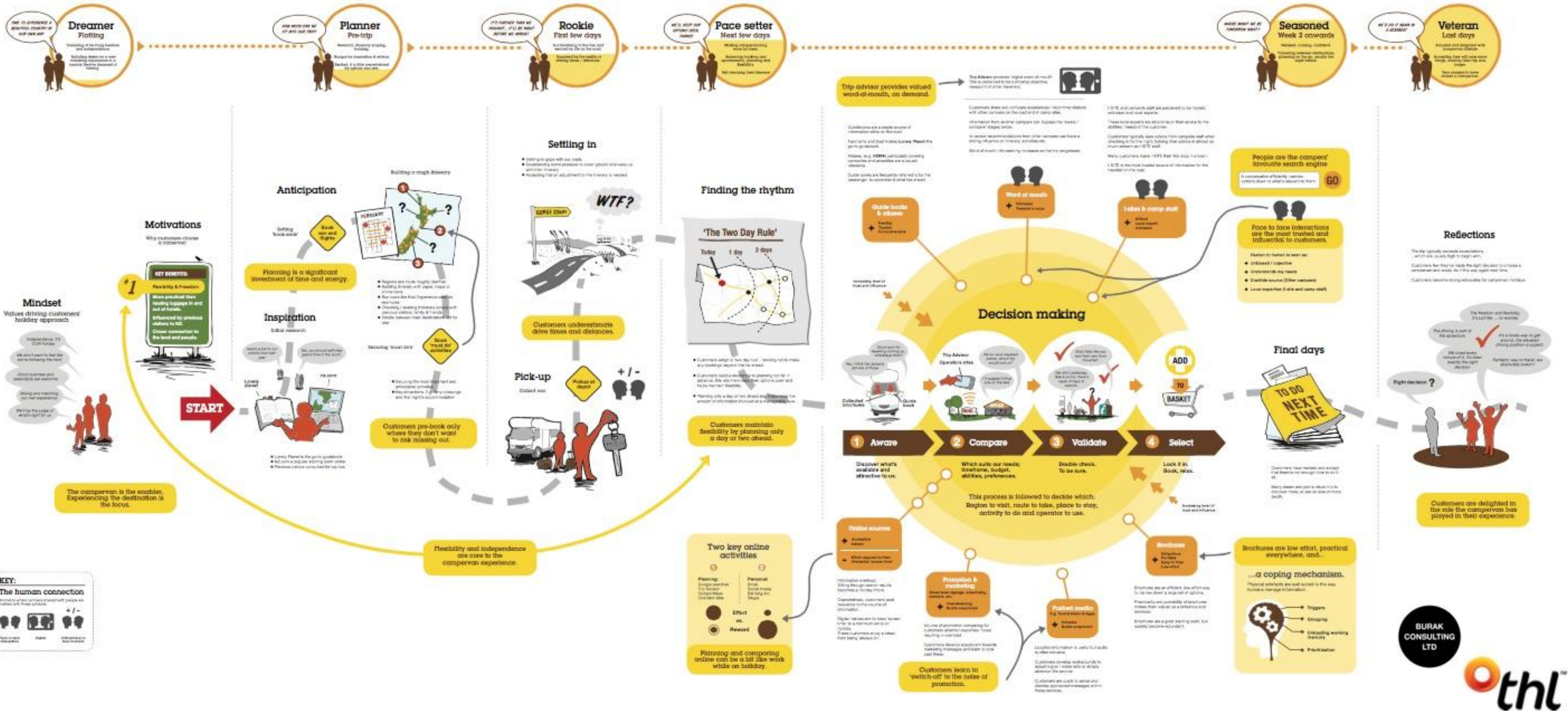
FAMILY

GOOGLE

Mapping



Insights visualised



Create a display culture

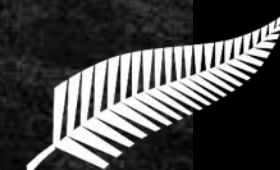
Social value



Some examples




ALL BLACKS®
EXPERIENCE



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HATE AND HE TĒTĒKURA,
AND HAI HE TĒTĒKURA
AS ONE FEEL FROM DIE,
TOUCHES RISES TO TAKE ITS PLACE

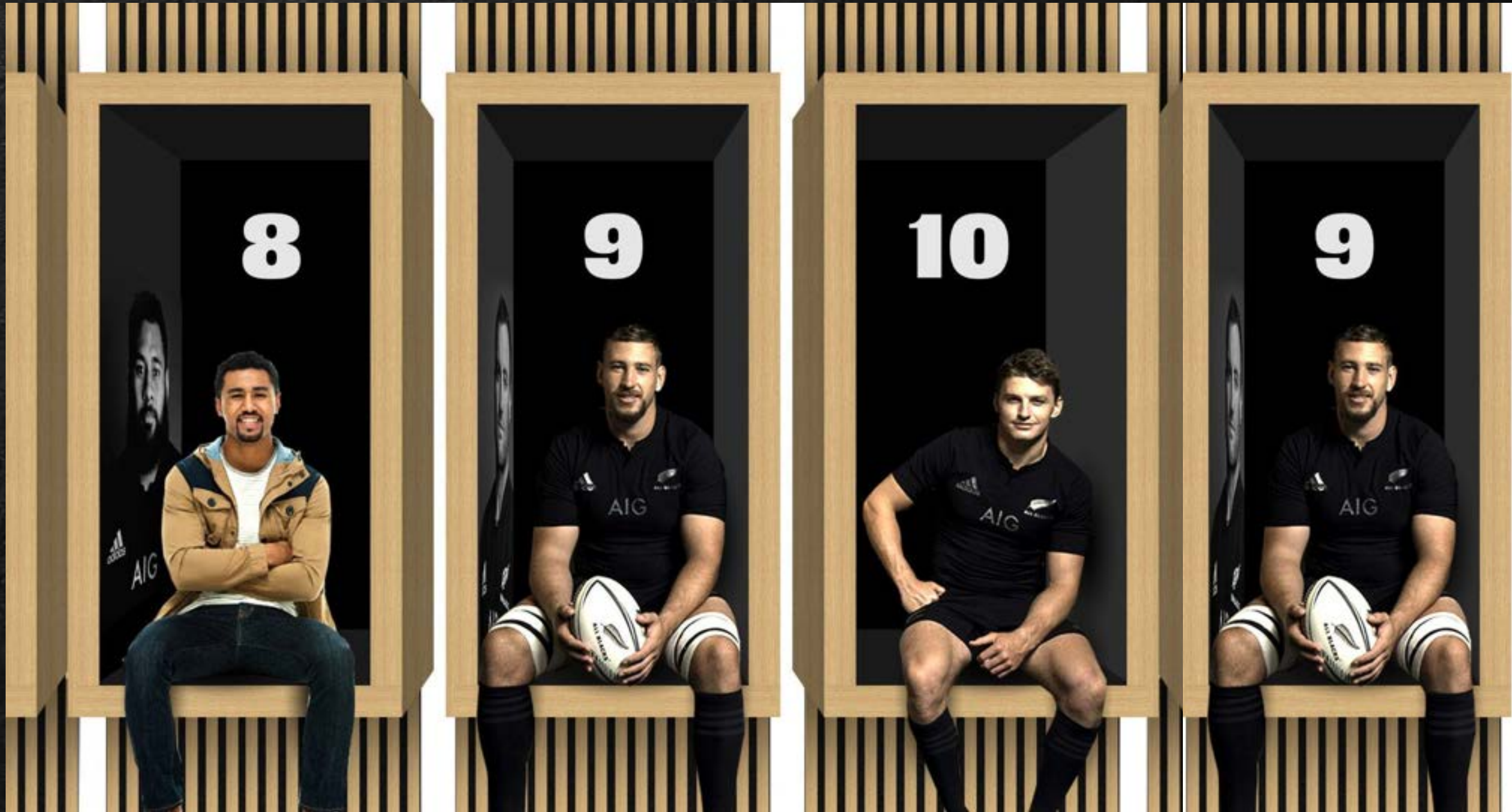


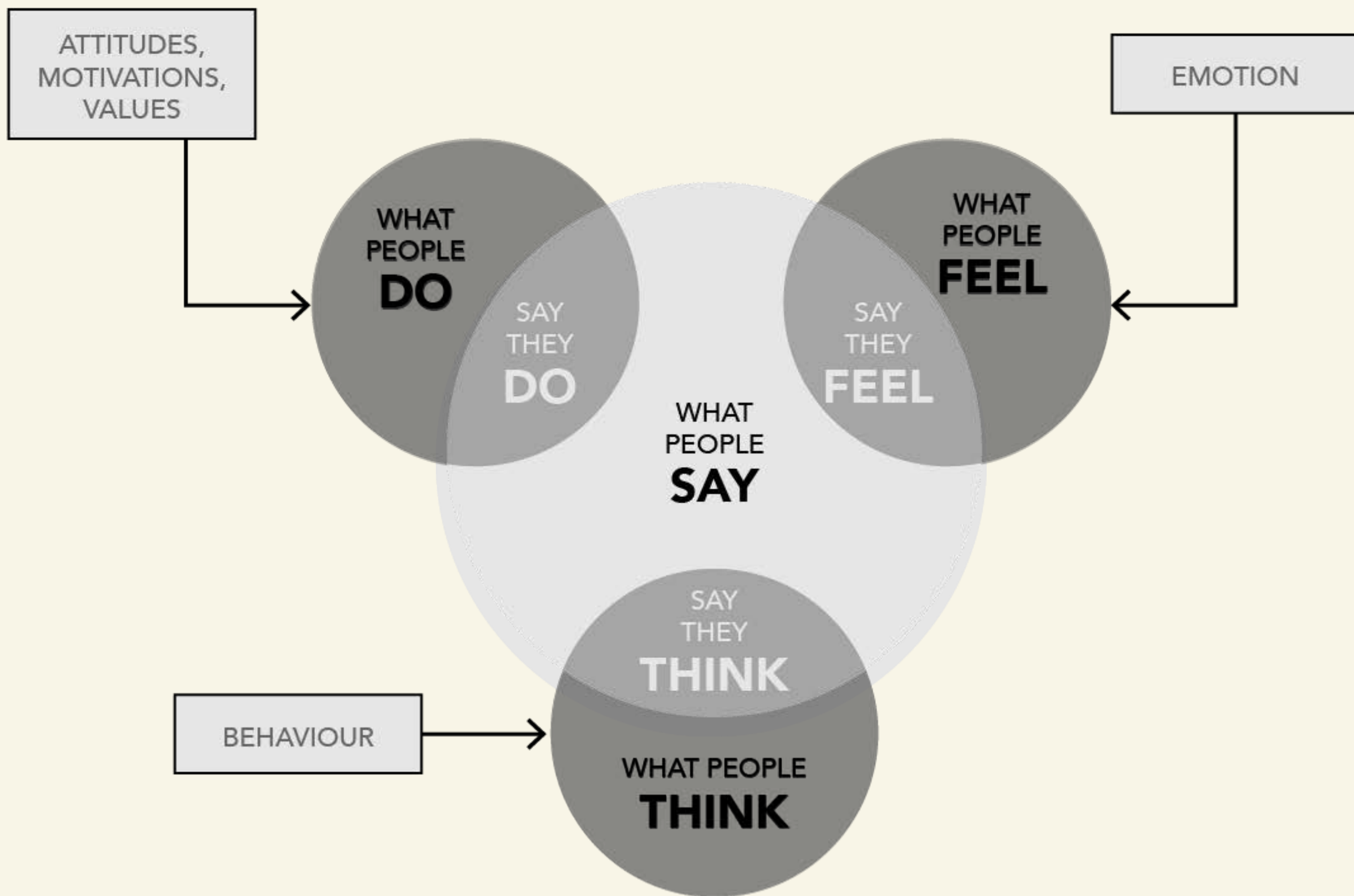




HAKE APU HE TĒTĒKURA,
HAKA HAKI HE TĒTĒKURA
HE ONE PŪMŌNGI SIEL,
HAKA HAKI HE TĒTĒKURA







Wait. What problem are we solving?



