



**BA 6.4 - Eckhart Boehme:
Wheel of Progress, Structured
Qualitative Interviews**

19. September 2023

Agenda

- Qualitative customer research pros and cons
- A new approach: designing for progress
- Exercise
- After we collected the data
- Q&A

Pros and Cons of Qualitative Research

Discussion

Share your thoughts about
qualitative customer research

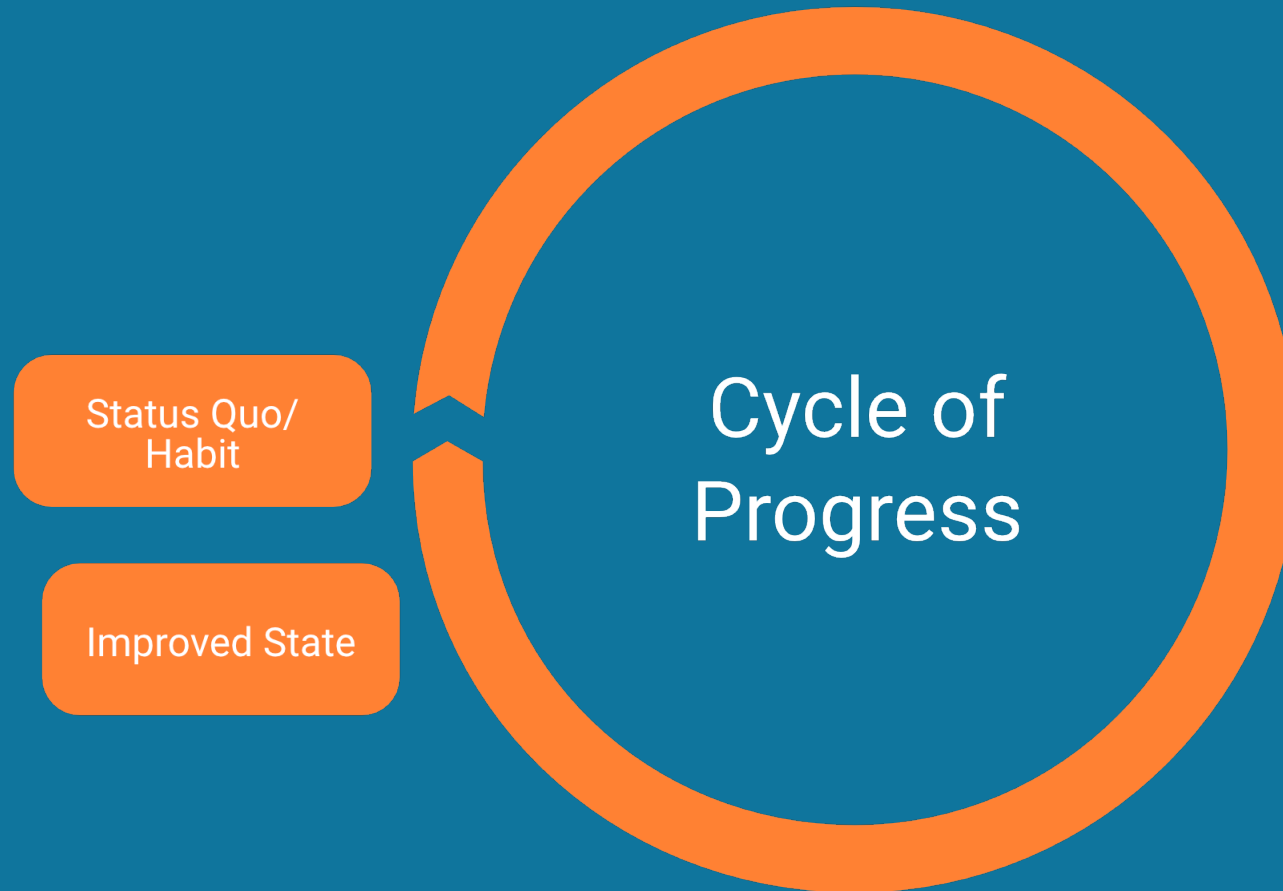
A white speech bubble with an orange outline and a tail pointing downwards and to the left. The word "Chat" is written inside in orange text.

Chat

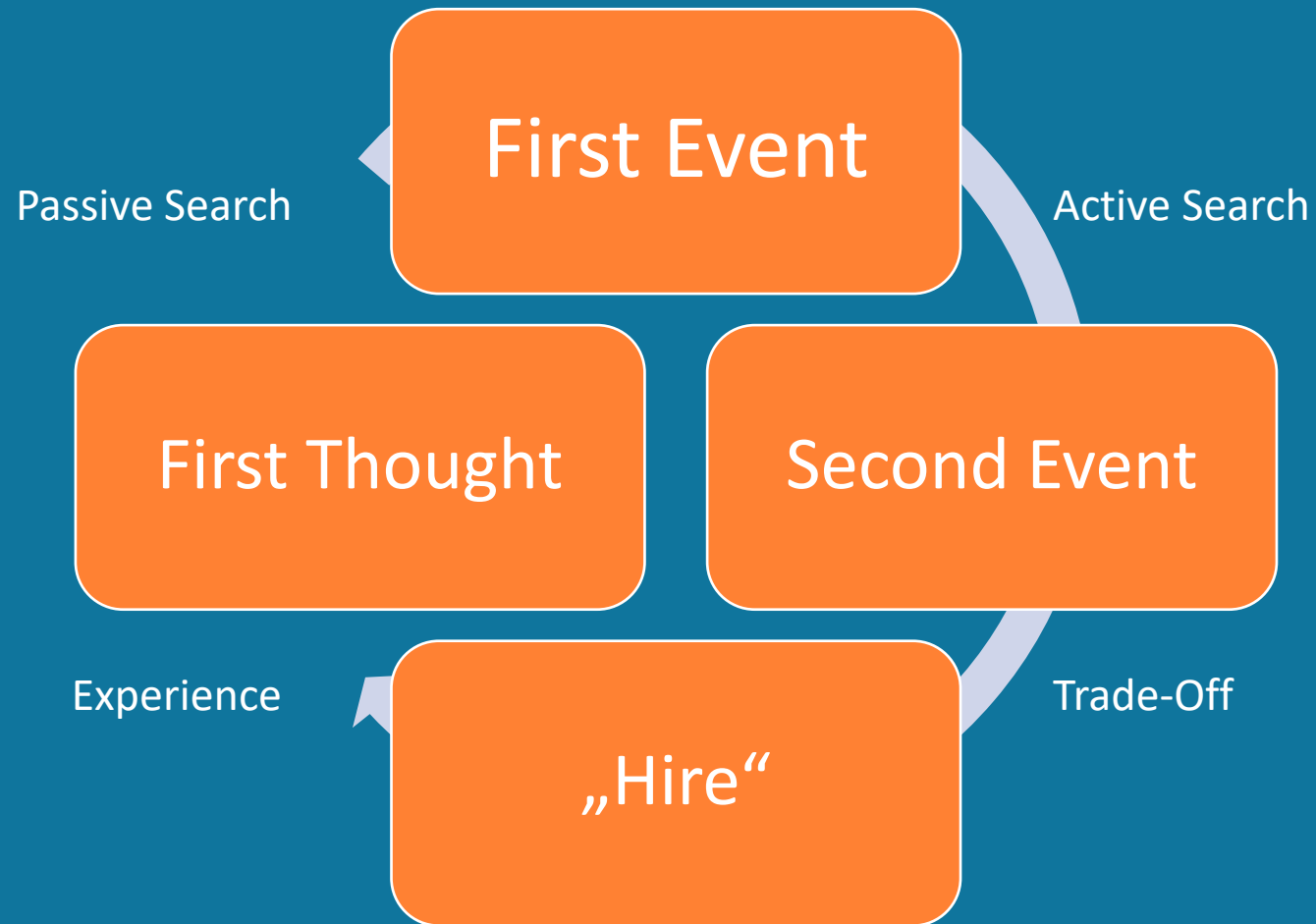
Typical Challenges

- Deciding based on what we think about customers vs. data
- Customers cannot express clearly what they want
- Qualitative research is difficult to act on

Designing for Progress



Supporting the Cycle of Progress



Customers Make Progress in Cycles



C-2



C-1



C



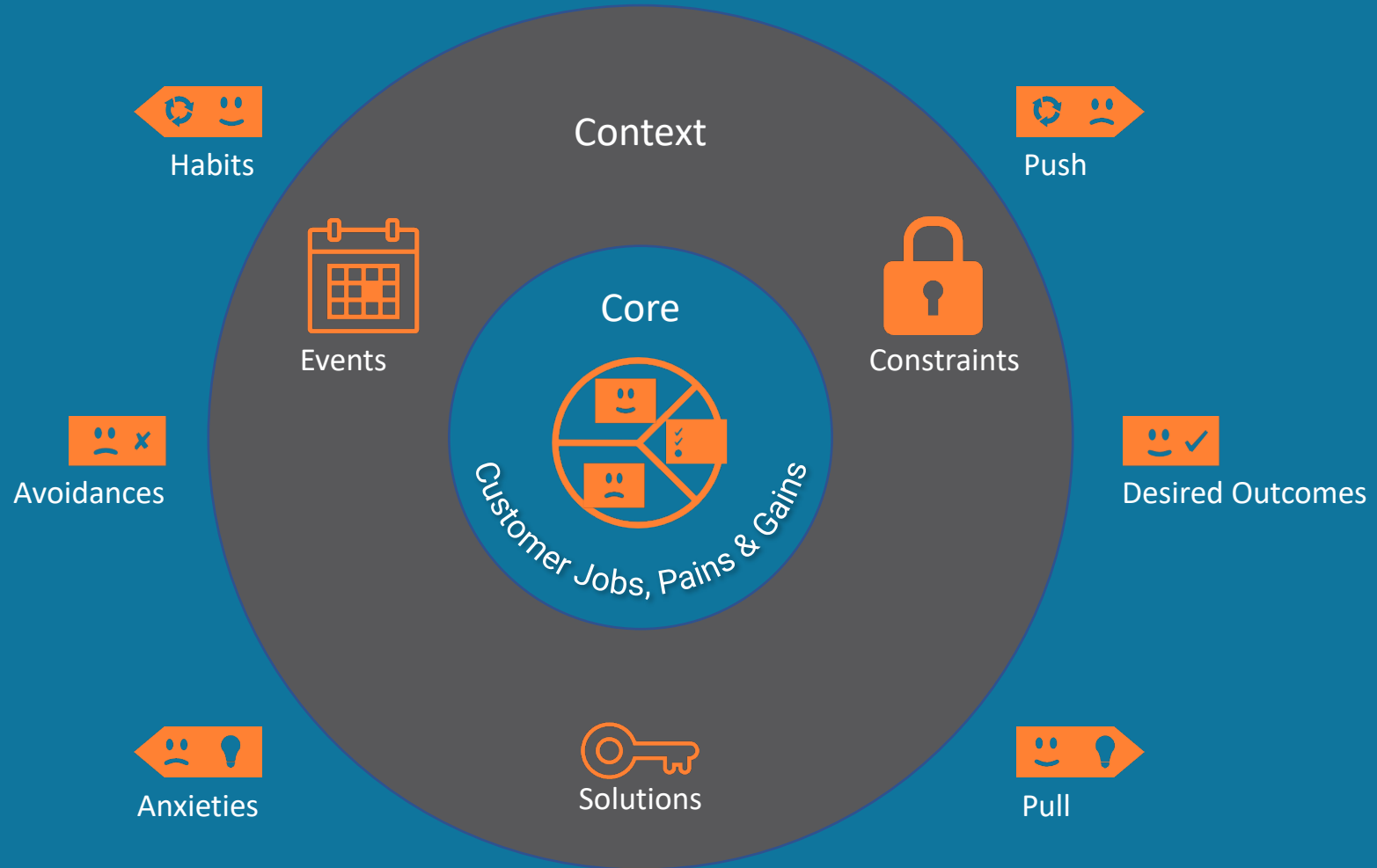
C+1



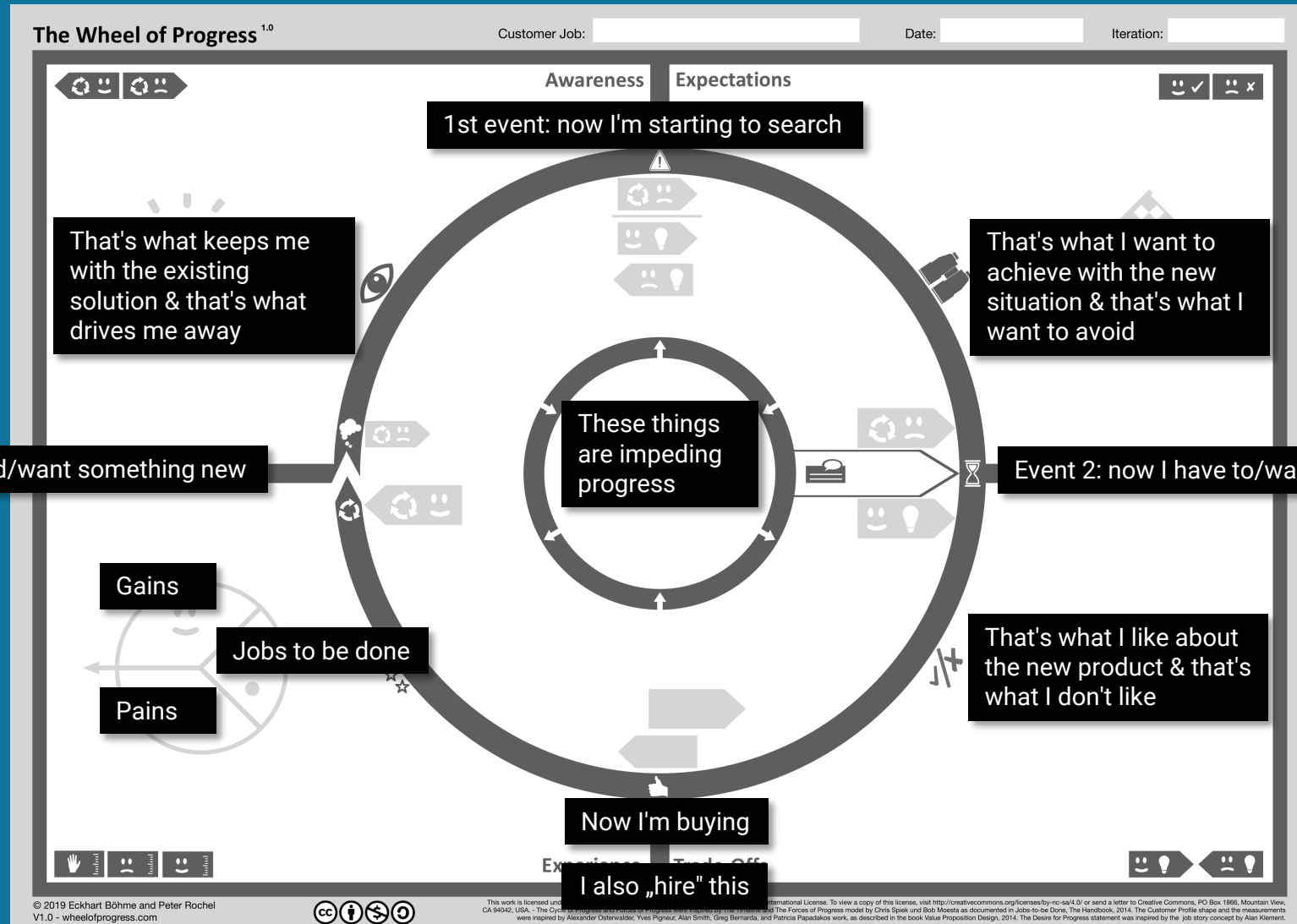
C+2

The 12 Elements of Customer Progress Design

Forces & Desires



The Wheel of Progress®



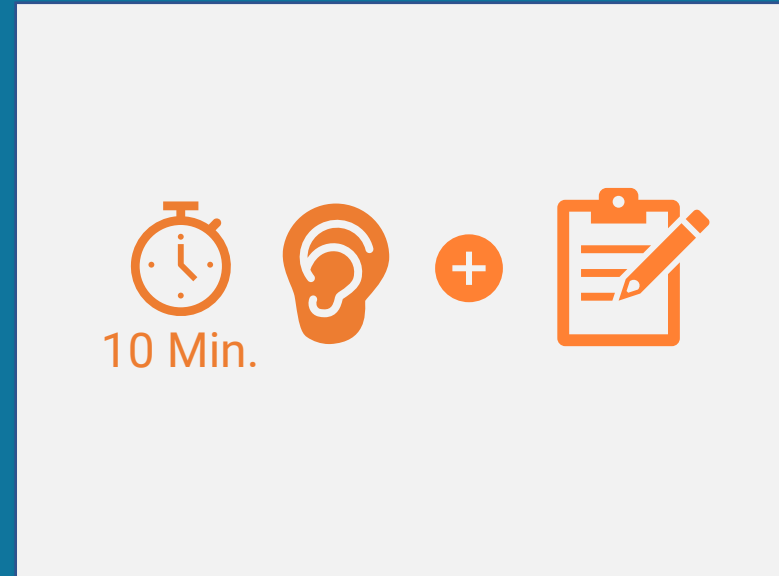
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 This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA. - The Customer Profile shape and the measurements were inspired by Alexander Osterwalder, Yves Pigneur, Alan Smith, Greg Bernards, and Patricia Papadakis work, as described in the book Value Proposition Design, 2014. The Desires for Progress statement was inspired by the job story concept by Alan Klement.

Exercise - Purchase of a cargo bike



Listening and Mapping Exercise

- Listen to the interview
- Take notes on a sheet of paper
- Try to identify positive and negative thoughts and feelings



Cargo bike interview



Edited and slowed down for training purposes



CPD training card 5

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V 1.0

Report your findings



Which Elements did you find?

Chat

Example: Re-Positioning Cargo-Bike

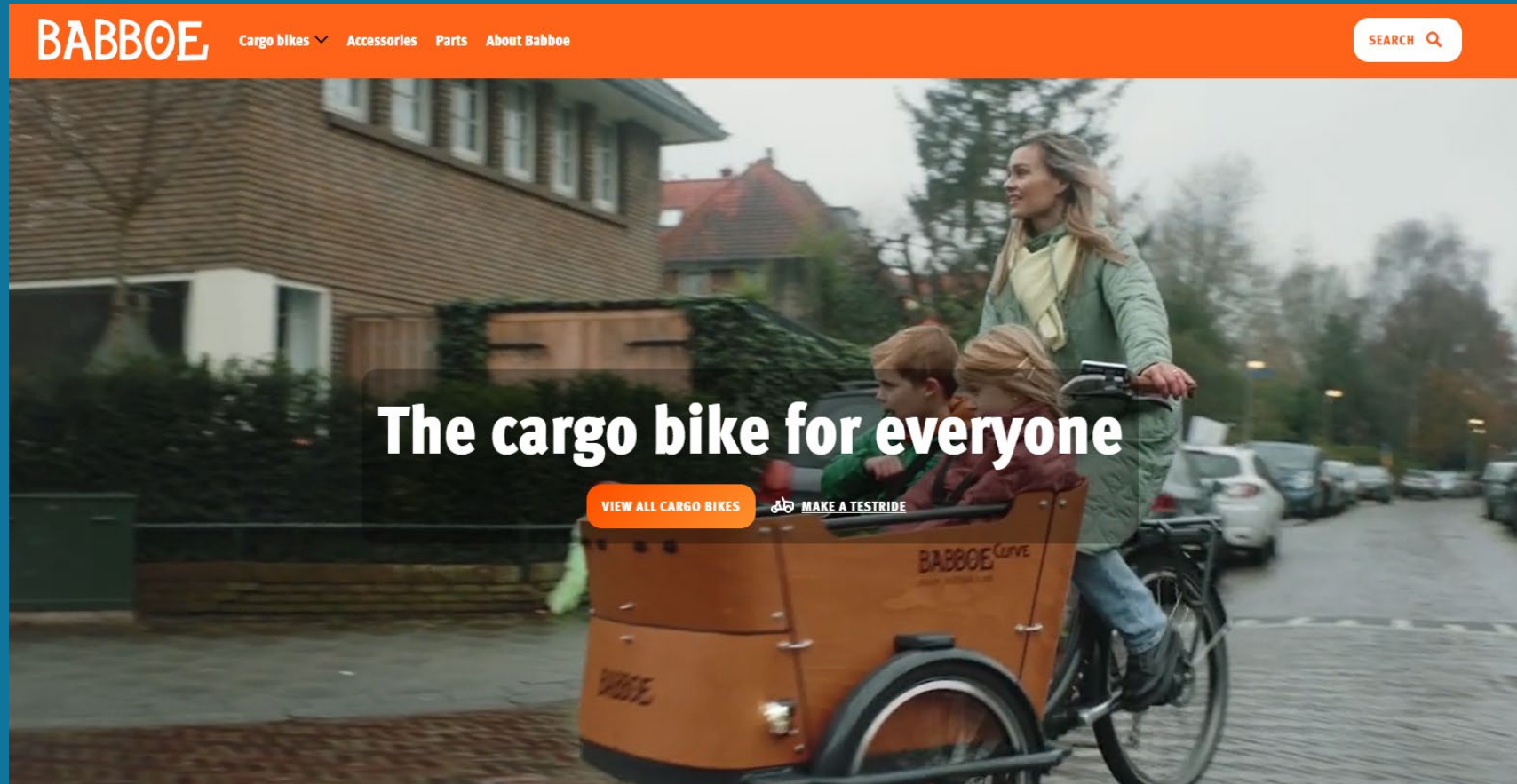
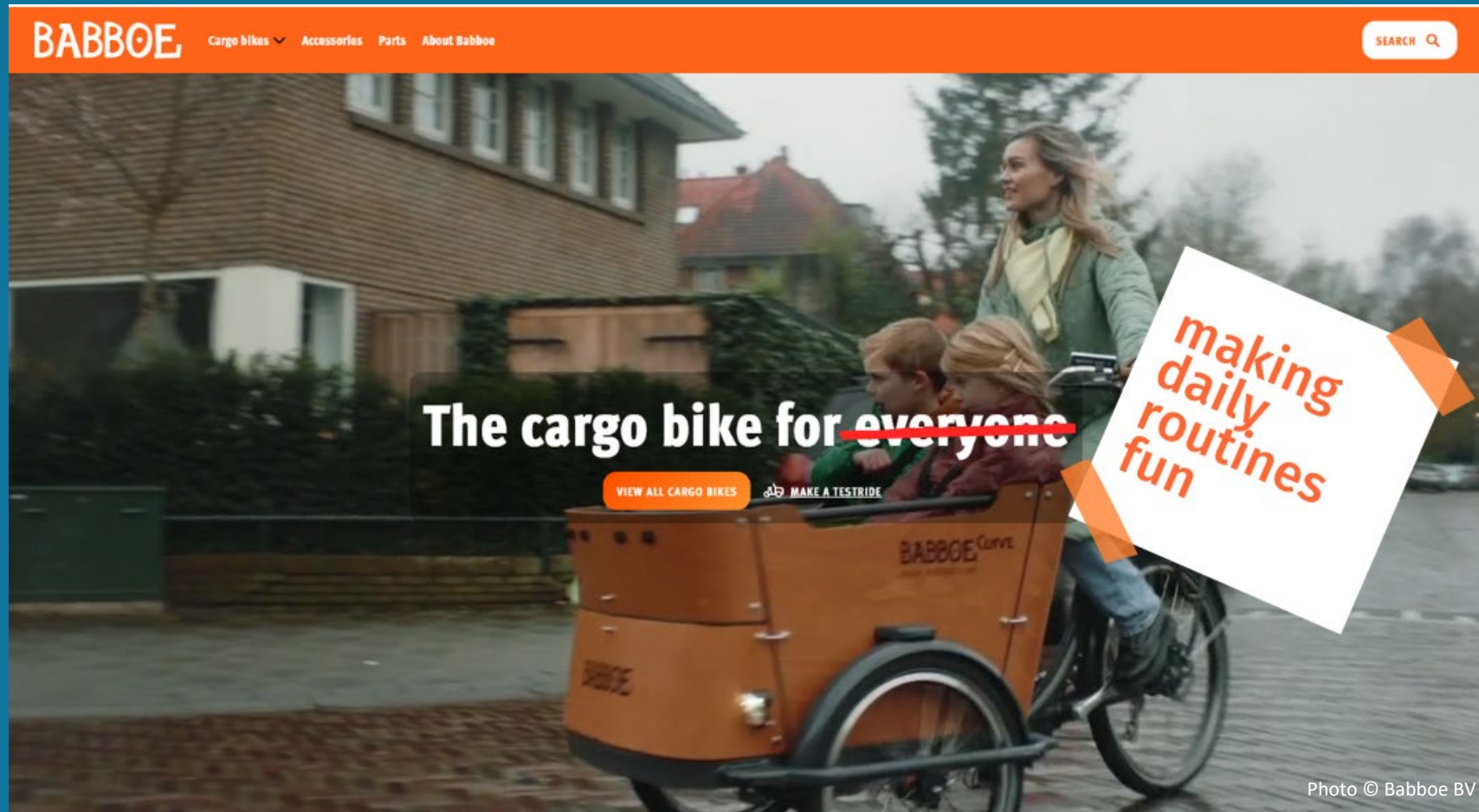


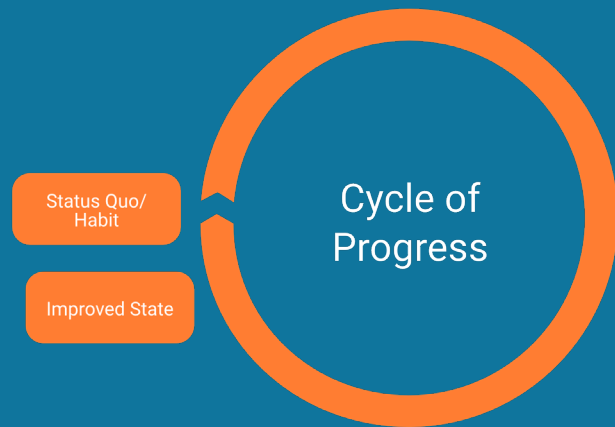
Photo © Babboe BV

Example: Re-Positioning Cargo-Bike

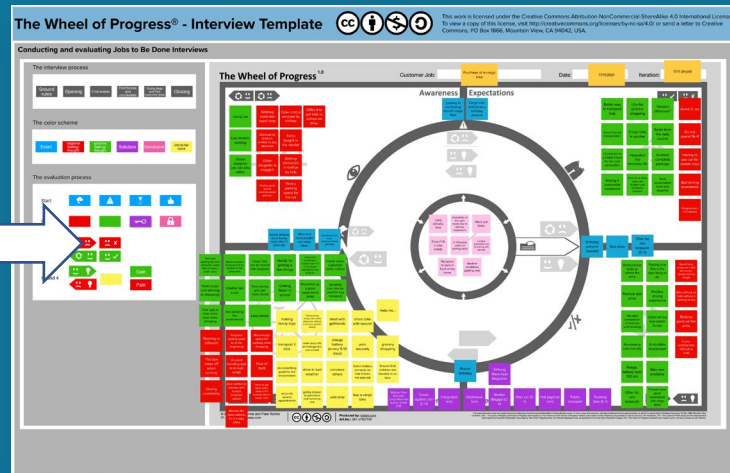


Customer Progress Design Method

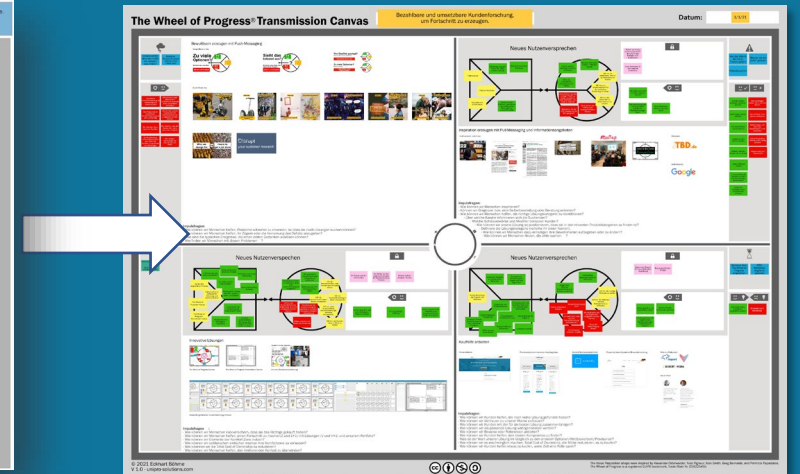
Lean strategy development.



Desire for Progress



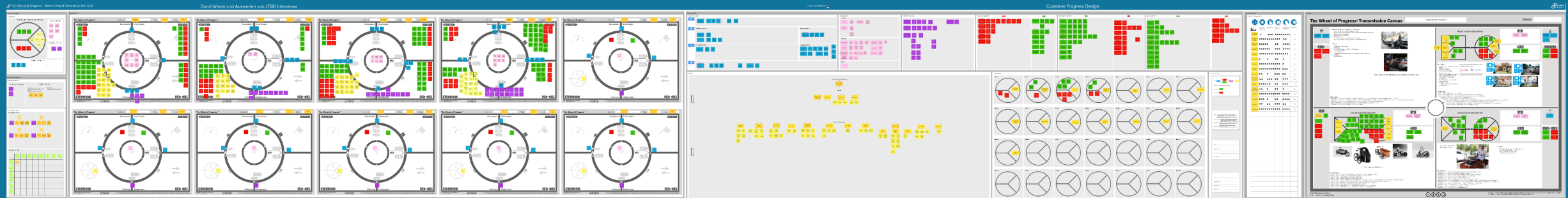
The Wheel of Progress®



Ideation

Customer Progress Design Method

Lean strategy development.



STEP 1

Determine Project Scope

Establish initial hypotheses and determine interviewee profiles.



STEP 2

Conduct Customer Interviews

Systematically conduct interviews and structure the data.



STEP 3

Generalize Interview Data

Cluster and generalize the data.



STEP 4

Prioritize Customer Jobs

Prioritize customer jobs according to rational criteria.



STEP 5

Develop Strategy Based on Data

Use customer jobs and other data to inform the ideation process.

Example: Finding a care solution

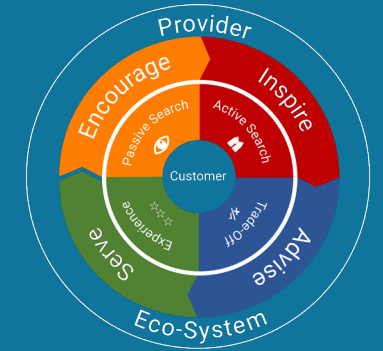


Picture by sarcifilippo on Pixabay

Q&A

Getting into Customer Progress Design

- ✓ Observe interview (unipro starter)
- ✓ Acquire the skills (Learn & Research)
- ✓ Outsource (Hire & Results)
- ✓ Practitioner certification, commercial use



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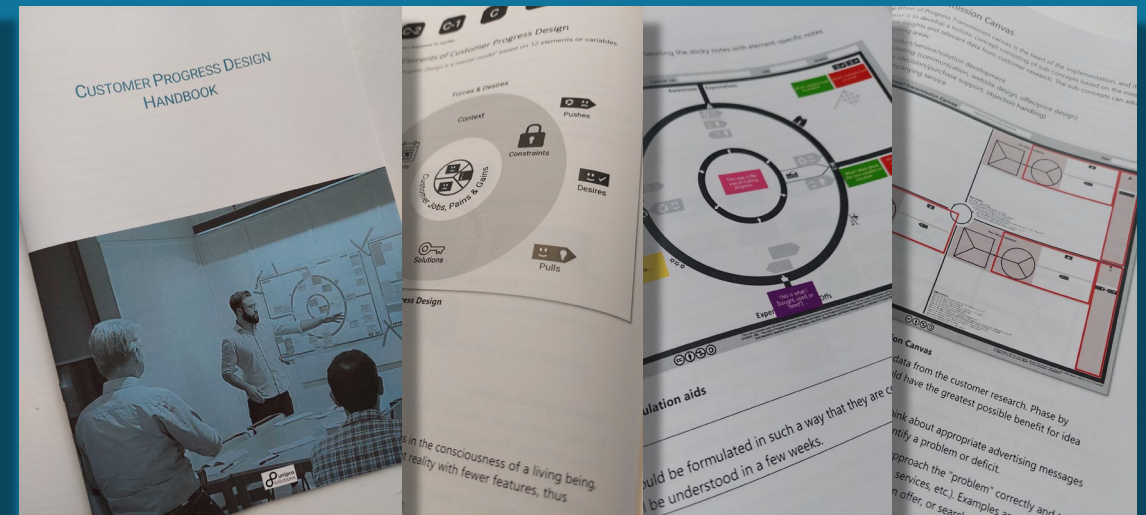
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Customer Progress Design Foundation



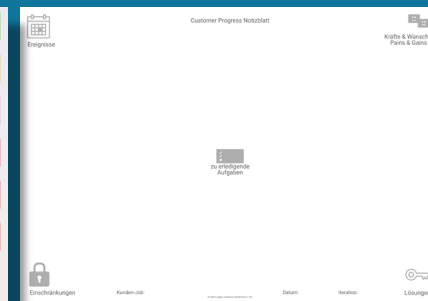
Workshop (onsite and online)



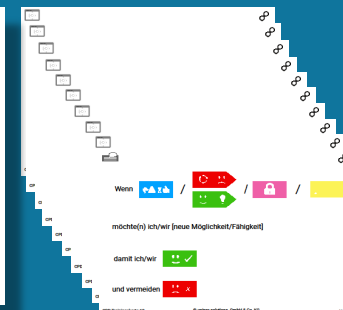
Handbook



WoP Cards



Notes Taking Sheet



Training Cards