1C Select your tools and design your development project

What are the aims of your development project?
How could different tools be applied?

Think about what in particular you want to know about your customers and their experience. E.g., how your patients make choices regarding different services, what influences their decisions to choose a hospital or polyclinic, what new services your patients would be interested in, what kind of additional services your patients would appreciate...

List your aims here and circle the most important ones, then think about which of the following methods (stand by and observe…) would best help you in finding the answers.

Methods for understanding

1. Stand by and observe

What can you do: Observe how customers use your service or other similar services. Identify the customer's entire process, including what happens before and after using the service. Observe from a distance or walk through the customer's entire pathway yourself. Take photos of the steps or other things that might draw the customer's attention.

Suitable especially for: Improving the user experience of an existing service and understanding the customer's actions and any difficulties they might face.

2. Cooperate and communicate

What can you do: Think of a few questions regarding your service in advance. However, let your partner take lead of the conversation at first and try to talk about everything related to your topic. If the conversation is about to run dry, you can revitalize it with the questions you came up with.

Suitable especially for: Identifying the customer's hidden needs. Be alert, try to "read between the lines" and decipher what your customer is really thinking of.

3. Have your customers share their experiences

What can you do: Ask your customers to describe their service experiences in their own words. Avoid leading questions. Once you hear something interesting, you can get further into your customer's thoughts by asking them "why" several times in a row (**5 Whys -method**). Do not ask yes/ no questions.

Suitable especially for: Figuring out value determination. Memorable service situations usually involve experiences that are particularly good or bad. Mapping them out is essential.