IF YOU’RE ONE STEP BEHIND GOOGLE, YOU’RE TWO STEPS BEHIND YOUR CUSTOMER.
THE RATIONAL WORLD OF ALGORITHMS IS NOT A REFLECTION OF HOW HUMANS MAKE DECISIONS.
Google
Data are people, too.
WHAT GOOGLE GIVES US.
WHAT Google GIVES US.
WHAT GOOGLE GIVES US.
WHAT GOOGLE GIVES US.
WHAT GOOGLE GIVES US.

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
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Engagement by User Type:

Sessions:
- Returning Visitor: 32%
- New Visitor: 45%

Transactions:
- Returning Visitor: 32%
- New Visitor: 45%
“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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NEEDS

WANTS

BARRIERS

TENDENCIES

VALUES

BIASES
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.
DEFINE
ASK
OBSERVE
QUANTIFY
1 DEFINE.

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

5 CUSTOMERS.
10 QUESTIONS.
20 MINUTES.

... and some $25 gift cards.
Take me back to the day when you decided to purchase _____. What sparked your decision?
STORIES ARE AUTHENTIC HUMAN EXPERIENCES.
THEY CONNECT US.
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.
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
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.
Search results for: 'discount code'

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

500+ SEARCHES
MARKETERS UNDERSTAND THE INDUSTRY AT LARGE.

SALES UNDERSTANDS YOUR CUSTOMER.
bit.ly/customer-interviews
3 OBSERVE.
IT’S HUMBLING TO WATCH YOUR CUSTOMER STRUGGLE BECAUSE OF SOMETHING YOU DID.
Durability
Price
Dimensions
Material
Durability
Price
Dimensions
Material
<table>
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4 QUANTIFY.
JUST DON’T FORGET WHO WE’RE DOING THIS FOR.
THANK YOU