

Action Guide

TEI 321: How product managers can delight customers
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Application Questions

1. What is a product you're working on now that would benefit from co-creation?
2. Who could act as a catalyst and provide unexpected and valuable insights? Perhaps a driver, security guard, or even the pizza delivery person.
3. What would it look like to take a treasure-hunting approach and be truly curious about a problem you're currently investigating?



Actions to Take

What to Do Now

- Write down some questions that demonstrate true curiosity. When you interact with customers, ask these questions.
- Look for an opportunity to “be the customer”; spend time experiencing what they experience when they use your product.

What to Do Soon

- Next time you're interviewing customers, ask some questions about their dreams in addition to questions about their expectations.
- Consider using customer journey maps to understand your customer's experience.