

# UNDERSTANDING WHAT YOUR USERS REALLY WANT

MATTHEW CARR - THE AGILITY GUY

REAL WORLD EXAMPLES FROM:



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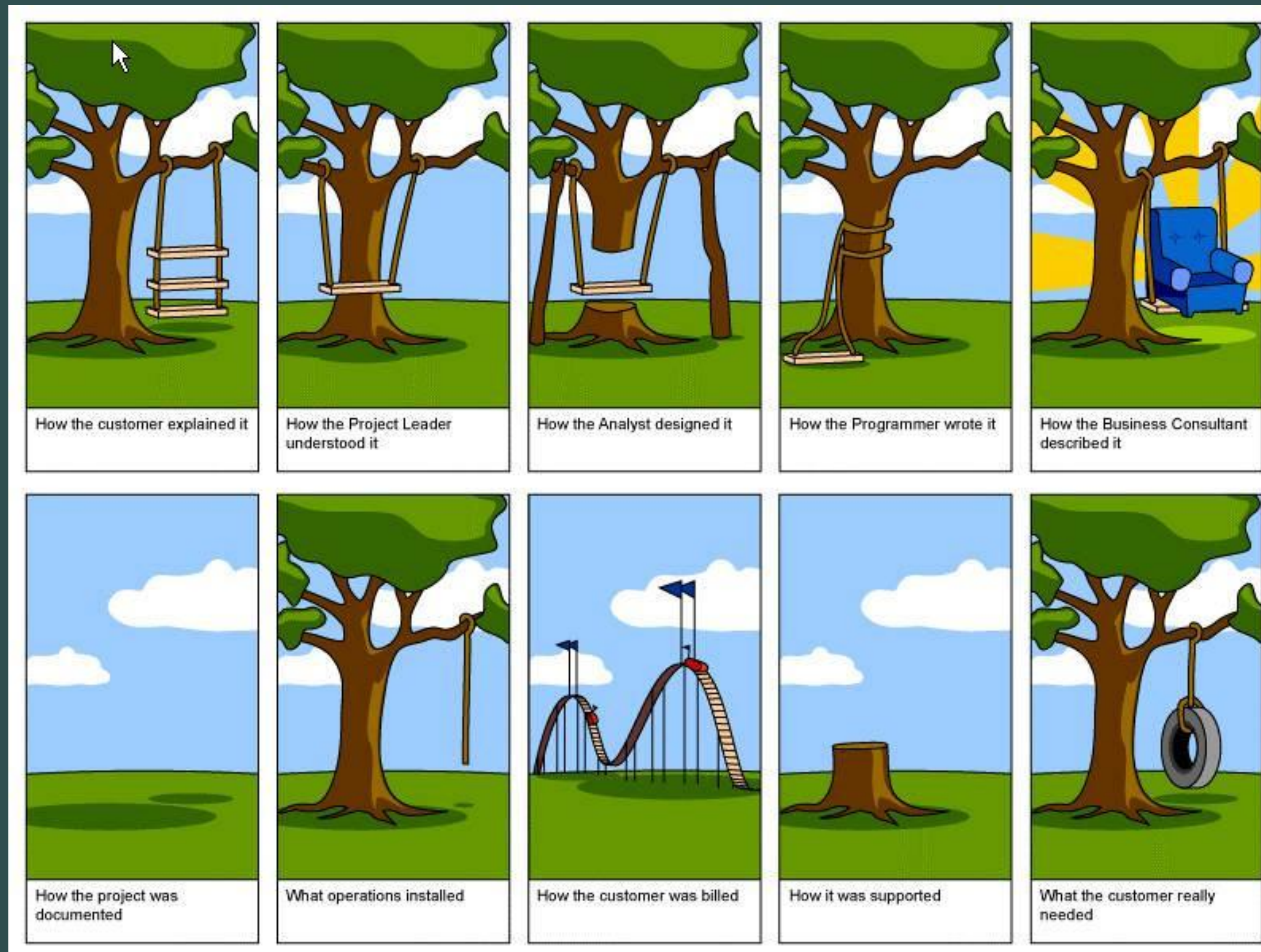
# DELIVERY

## CHALLENGES

✗ It's not about what the customer really wants

✓ The magic happens when the focus is on what does the customer need, not what they tell you they want!

✓ Outcome focused, not output focused





# CUSTOMER NEEDS

## FASTER HORSES?

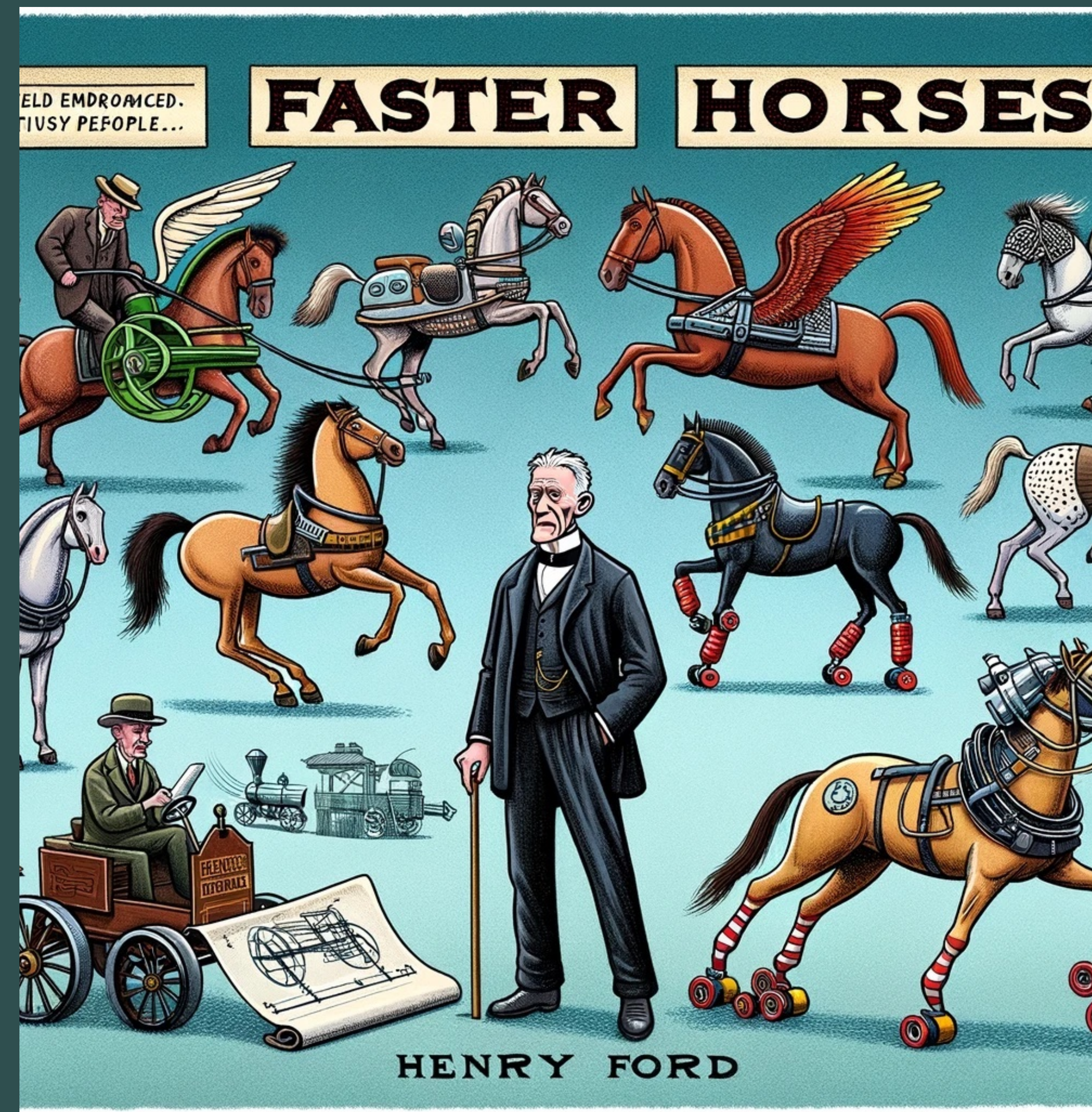
“If I had asked people what they wanted, they would have said faster horses.”

- *Henry Ford (maybe..)*

“People don't know what they want until you show it to them.”

- *Steve Jobs*

✓ It is about solving the customers problems and delivering value





# CUSTOMER VALUE

## THERE IS NO MAGIC FORMULA!

✗ It's not about in-depth methodologies and processes

🤔 Why?

✓ It is about creating cultures where teams can do their best work

🚀 How?

✗ It's not about job titles and RACIs

🤔 Why?

✓ It is about individuals and interactions

🚀 How?





# ANY QUESTIONS?



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