

**Understanding  
the problem you  
are solving and  
your target  
needs**



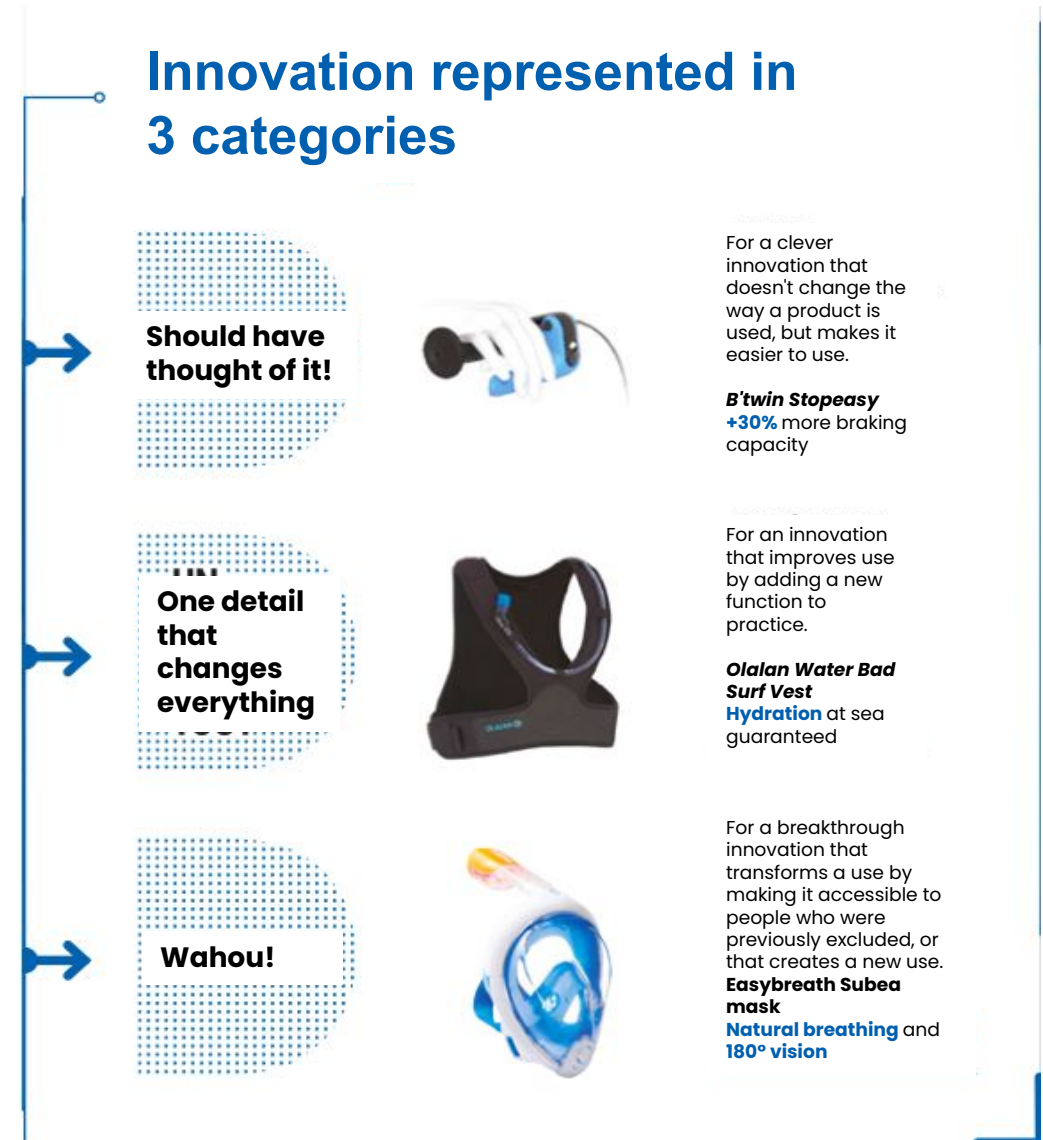
# Why is it Important to Start with the Problem?

## Example:

Decathlon: user-centered design

By observing and listening to athletes in the places where they practice, Decathlon is able to identify opportunities for product development.

- Developing targeted solutions to specific user pain points





Decathlon applies the user-centered approach throughout the product life cycle:

- Constantly listening to customers to identify changes and maintain customer satisfaction
- Customer satisfaction at the heart of management policy, from salesperson to product manager.



# How Might We?

A useful tool to frame the problem your company is trying to solve and to guide your decision-making as an entrepreneur.

**How might we?**

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**Problem to solve**

**For?**

-----  
**Target**

**In order to?**

-----  
**Result**

# Understanding Your Users to Build the Right Solution to the Problem They are Facing

The proto-persona tool summarizes who your typical user is. You can build several personas to reflect the different segments you are targeting.

## FACTS

Provide factual information about your potential user (age, gender, job title, job category, place of work/residence...).

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## PAIN POINTS

What pain points do your users suffer from (e.g. loss of time during journeys, not knowing which public transport to take, lack of information about streets blocked by roadworks, etc.)?

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## BEHAVIORS

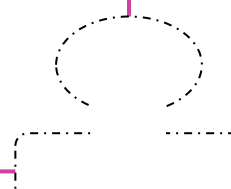
List your user's typical behavior (What does he or she own? Example: He subscribes to service X, owns a car, a powerful smartphone etc.)

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## GOALS

What goals is your user trying to achieve? (They want to save time, arrive 1/4 ahead of time for appointments etc...)

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# **The User Journey describes the user's entire experience from his or her point of view**

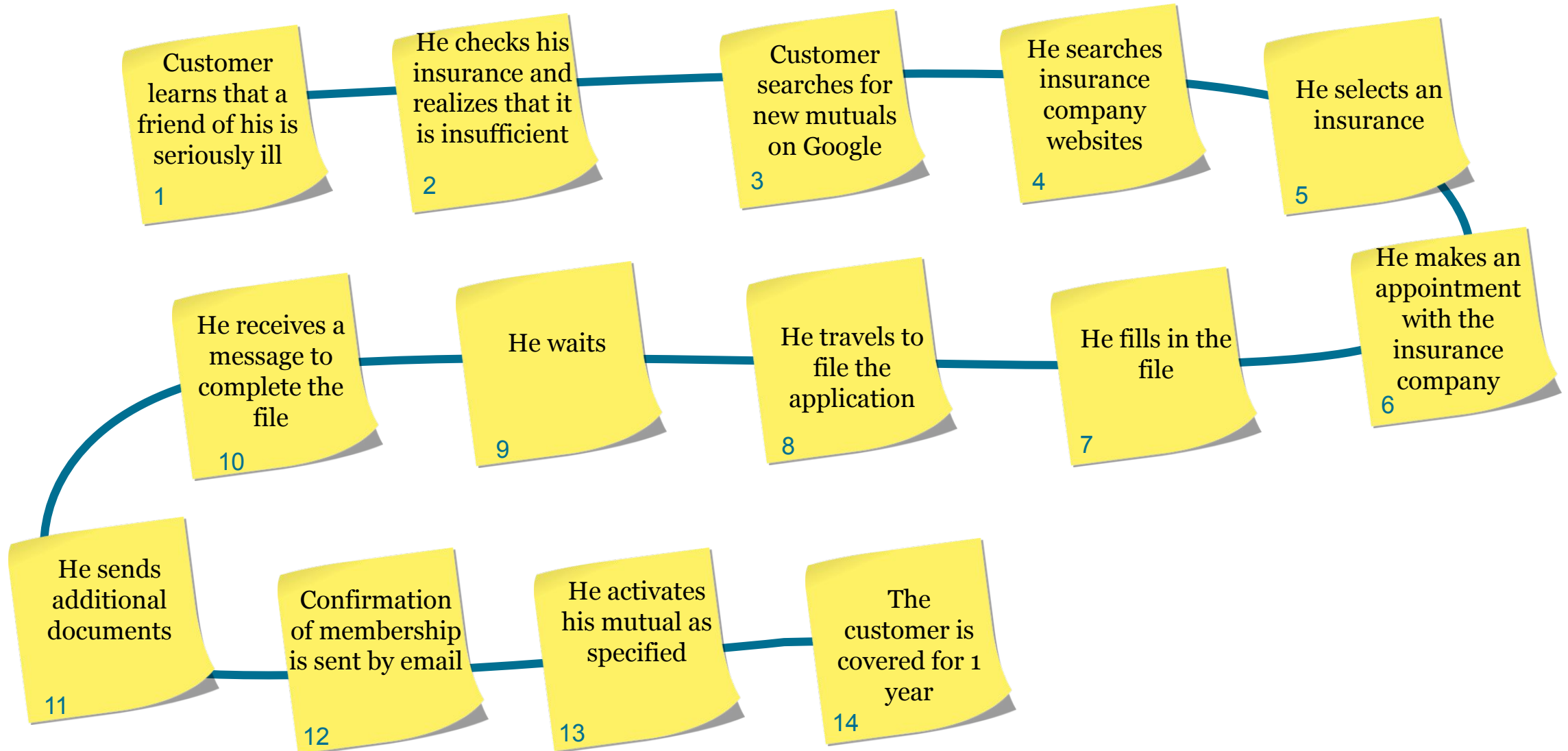
What are the different stages of the end-to-end user experience?

What are the user's needs and objectives at each stage?

How does the user experience it?

What are the user's attitudes and emotions?

# Step 1: Identify User Milestones



# Step 2: Detail the User Experience and Attitude at Each Stage

User journey stage

Makes an appointment with the insurance company

Completes the file

Deposits the file

Waits

User objective

Immediate start-up of the insurance

Immediate start-up of the insurance

Immediate start-up of the insurance

Immediate start-up of the insurance

User attitude

Bothered

Bothered

Frustrated

Frustrated

Pain point

He cannot register directly on the site where he consults the offer.

He must complete a paper form

He must travel to deliver the file

He has no visibility on the membership process



# How to Collect User Insights?

