

# Customer-focus



how to avoid (some) pitfalls

# Short intro

- Chief Product Officer at Yogaia
- Psychologist by education
- Started career 17.5 years ago as Usability Specialist
- Worked since in project & product management roles, business operations, sales, marketing
- Online & mobile B2C focus - over 10 years in gaming

**Grow international consumer businesses**

**Use customer insights  
to drive sustainable  
business growth**

**What's in your  
toolbox?**

A word cloud of user research methods. The words are arranged in a roughly triangular shape, with the largest words in the center. The methods listed include: Lab Usability Test, Unstructured Interviews, Use Cases, Prototype Tests, Contextual Design Process, A/B Tests, Expert Evaluation, Remote Usability test, Personas, Analytics, Contextual Inquiry, Co-design, Semi-structured Interviews, Structured Interviews, Focus Groups, Customer Support Request Analysis, and Social Media Discussion Analysis.

Lab Usability Test  
Unstructured Interviews Use Cases  
Prototype Tests Contextual Design Process  
A/B Tests  
Expert Evaluation  
Remote Usability test  
Personas Analytics Contextual Inquiry  
Semi-structured Interviews Co-design  
Structured Interviews  
Focus Groups  
Customer Support Request Analysis  
Social Media Discussion Analysis

**What is the time  
frame of your product  
roadmap?**

**The Pitfall 1: focusing on insignificant part of customer journey**

**Do you divide your  
target customers in  
segments?**



# **The Pitfall 2: Developing for the average user**

**The Pitfall 3: Focusing  
on customer segment  
that has insignificant  
impact on the business**

**How many of you run  
A/B tests?**

**The Pitfall 4: A/B  
testing solves  
everything**

**The Mother of all  
Pitfalls: relying on too  
few sources of  
information**

**BE CURIOUS**

