

Title of webinar*How To Discover What Your Customers Actually Need*

Just ask them, right? Wrong. They will tell you what they think they want or need, and believe it when they say it, but reality is often very different. So how *do* you find out?

Human-centric design is vital to ensure that innovation focuses on solving relevant and important problems for customers. This session will introduce you to some of the guiding principles, to help you as you make changes to your services and/or products in future.

Who is it for?

This webinar is for you if:

- You have responsibility for designing new products, services and/or processes for customers
- You want to understand some common pitfalls of innovation – and how to avoid them!
- You want to understand “best practice” when getting input from your customers

Learning objectives

By the end of the webinar, you will:

- Understand the core principles of human-centred design: Desirable, Feasible, Viable
- Understand the importance of talking to customers to ascertain their needs and pain-points
- Have learned how to ask unbiased and non-leading questions
- Know how to spot important and under-served needs

About Harvey Wade

Harvey is an experienced, award-winning innovation leader who delivers business impact through developing new propositions and solutions to solve user needs.

ACII qualified, with 20 years of experience in formal innovation roles and strategy development plus an additional 10 years in insurance with Commercial Union, CGU and Allianz, he knows what it takes to create, drive and sustain innovation, change cultures, and create buy-in at all levels.

Harvey founded Innovate21 to enable leaders and their organisations deliver greater impact from innovation. He has worked with a range of businesses from different sectors, including Chaucer, Thomas Miller, Ecclesiastical, Hiscox, Cisco, Pinsent Masons, EDF, Scottish Water and the WHO.

He is a regular conference speaker, award-winning blogger and contributor to MBA and executive education programmes. Harvey’s webinars are always interactive, with views/opinions sought from attendees, and time allowed for Q&A at the end.

Charge for webinar delivery is £400 plus vat