PEOPLE LAB

CATAPULT Energy Systems



What does your consumer want?

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SEGMENTATION

Group similar people so you can tailor offers they'll like. 'Golden questions' can identify what 'segment' someone is in, so you can target your offer.

 **££-£££**  **Months**  **Medium-large sample**

PERSONAS

Caricatures of customers who are similar in important ways. Examples are often illustrated and given names to make them memorable.

 **£**  **Days**  **Small sample**

ETHNOGRAPHY

See what people actually do, in real life. Visit someone at home to see how they cook their dinner and use their heating. Go for a drive with someone to see how they use their electric vehicle.

 **££**  **Weeks**  **Small sample**

Get in touch to see how we can help:
peoplelab@es.catapult.org.uk
peoplelab.energy

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Do people like your idea?

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INTERVIEWS

Learn if people find an idea appealing, what they say they do and why. Structure conversations so they focus on the area of interest.

 **££**  **Weeks**  **Small sample**

FOCUS GROUPS

Hear what a group of people think of your idea. Show them stimulus to help them understand what it is and how it works.

 **££**  **Weeks**  **Small sample**

SURVEY

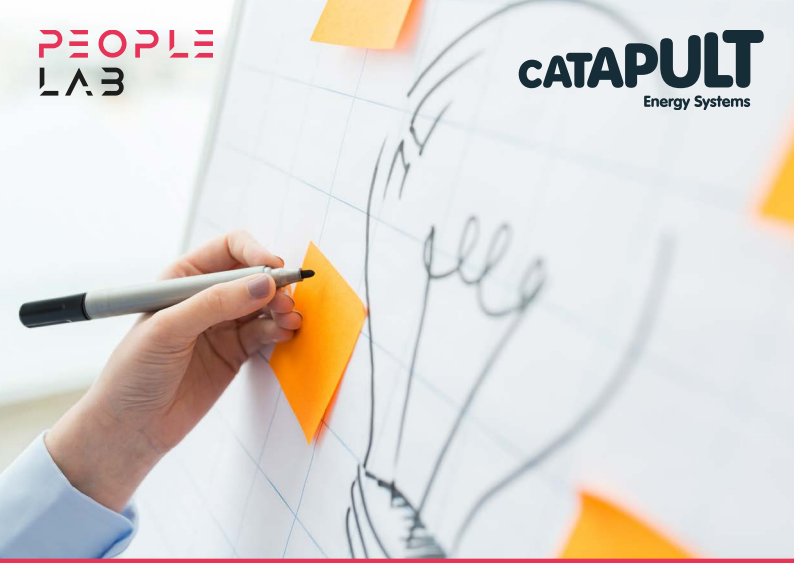
Compare what different people think of your idea, what they say they do and why. Quantify your market. You can run them quickly online or cheaply by adding questions to a regular (omnibus) survey.

 **£-£££**  **Weeks-Months**  **Medium-large sample**

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Are you sure your idea will work?

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USABILITY TESTING

Give designers information they can use to design delightful experiences. Collect metrics to check people can easily use your product or service before you launch it.

 **£-££**  **Weeks**  **Small sample**

DIARY STUDY

Find out how people use your product or service so you can improve it. There are a variety of approaches that record peoples' everyday usage experiences.

 **£-££**  **Weeks**  **Small sample**

SOFT LAUNCH

Let a small group try your new product or service to check it works. Stress test every aspect of your offering from supply chain to customer support. Fine tune your operation before opening your gates to the rest of the public.

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Want to breathe life into an idea?

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LOW-FIDELITY PROTOTYPING

Create simple mock-ups of solutions you can use to check people can easily complete key tasks. Even simple paper sketches can flush out problems to fix or give you confidence your ideas will work.

 **£**  **Days**  **Small sample**

CO-CREATION

Design solutions with your customers either in workshops (or less often, online). Brief them on your challenge, listen to their ideas and enlist their help as you progress.

 **££**  **Weeks**  **Small sample**

HIGH-FIDELITY PROTOTYPING

Build fully-working replicas of products or services to prove they work in reality. Simulate them well enough to learn what they cost to deliver and how they feel to use.

 **£££**  **Months**  **Medium-large sample**

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Not sure you're doing the right thing?

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DESIGN SPRINT

Start by checking you are creating something valuable. Reduce the risk your new product or service will fail by building and testing a prototype.

 £  Days  Small sample

VALUE PROPOSITION

Check customers value your offer before spending too much time building it. Remember customers want benefits, not features.

 £-££  Weeks  Small sample

SERVICE BLUEPRINT

See the steps needed to make sure customers enjoy your product or service. There may be many ways that customers discover and use it (customer journeys). The blueprint should capture what every party needs to do to deliver a positive experience.

 £  Days  Small sample

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