

CSL In Session: Engaging Customer Curiosity

October 15, 2012

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Two Techniques for Engaging Customer Curiosity

1. Asking the Right Question

- Ask questions that are personal. How do you feel?
- Ask questions that are speculative. What if?
- Ask questions that you care about the answer to.
- Avoid asking questions that have a right or wrong answer.
- Test your questions. Are you getting the types of responses you expected?

2. Creating Social Objects

- Objects become social when people make a personal connection with them.
 - Objects are more social when they are actively in motion, creating a shared experience.
 - Objects that spark provocative conversation become social when people react to them.
 - Objects are social when they require more than one person to work.
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Tips for Successful Brainstorming

- Let your creativity run wild! Sometimes really great ideas come out of really silly brainstorming. Use your imagination and brainstorm from the perspective of a famous icon, superhero, cartoon character, or company.
 - Don't worry about coming up with the perfect idea. Try to come up with as many ideas as possible in the brainstorming process. If you come up with 100 ideas, and 99 turn out to be bad ideas, you still are left with one good idea.
 - Don't begin to evaluate ideas during the brainstorming session. Brainstorming is the time to generate lots of new ideas, not to refine them into a plan. Wait to evaluate ideas until the brainstorming session is over.
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References

Museum 2.0 (Nina Simon's blog)

The Participatory Museum by Nina Simon

Igniting Customer Curiosity through Participatory Design

Disciplined Dreaming by Josh Linkner

<http://www.museumtwo.blogspot.com/>

<http://www.participatorymuseum.org/>

<http://slidesha.re/RqrUPI>

<http://joshlinkner.com/the-book/>
