

The background of the slide features several light blue squares of varying sizes, some of which are slightly tilted, creating a modern, geometric pattern.

# Understanding Your Customer

Turning Empathy and Data into Solutions and Growth

# Chris David Miles

chrisdavidmiles.com



# Find my stuff by searching “Chris David Miles”

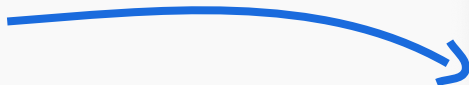
WEBSITE



TWITTER



ETC

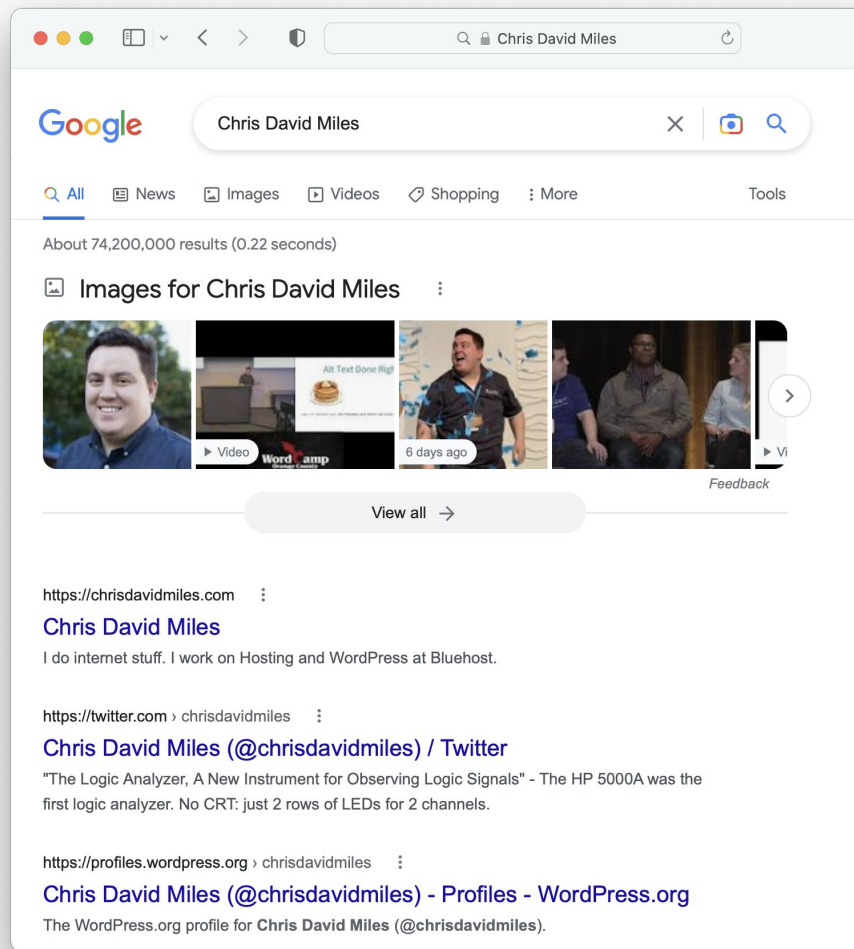


The screenshot shows a Google search for "Chris David Miles" in a browser window. The search bar at the top contains the text "Chris David Miles". Below the search bar, the Google logo is visible, followed by tabs for "All", "News", "Images", "Videos", "Shopping", and "More". The search results show "About 74,200,000 results (0.22 seconds)". The "Images" tab is selected, displaying a row of image thumbnails. Below the images, there is a "View all" button. The organic search results are listed below the images:

- <https://chrisdavidmiles.com>  
**Chris David Miles**  
I do internet stuff. I work on Hosting and WordPress at Bluehost.
- <https://twitter.com/chrisdavidmiles>  
**Chris David Miles (@chrisdavidmiles) / Twitter**  
"The Logic Analyzer, A New Instrument for Observing Logic Signals" - The HP 5000A was the first logic analyzer. No CRT; just 2 rows of LEDs for 2 channels.
- <https://profiles.wordpress.org/chrisdavidmiles>  
**Chris David Miles (@chrisdavidmiles) - Profiles - WordPress.org**  
The WordPress.org profile for Chris David Miles (@chrisdavidmiles).

Find my stuff by searching  
“Chris David Miles”

If you don't see me on the first  
page of Google, tell me so I  
can stop by the **yoast** booth.



It's hard  
to be a good listener.

# Data

is how we listen  
to our customers.



It's hard  
to be a good listener.



# Design Case Study

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1950

U.S. Air Force







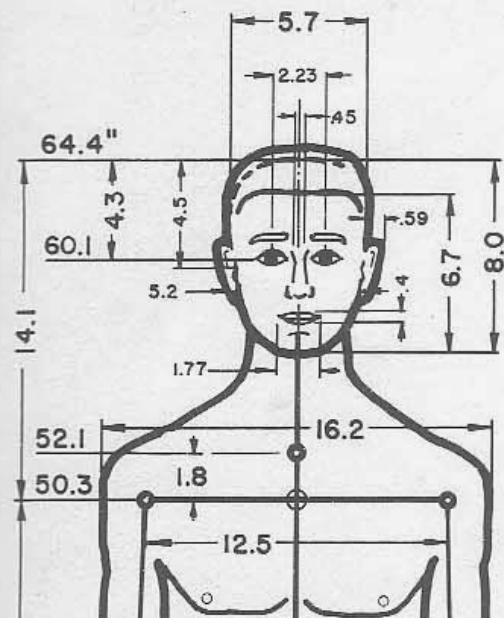




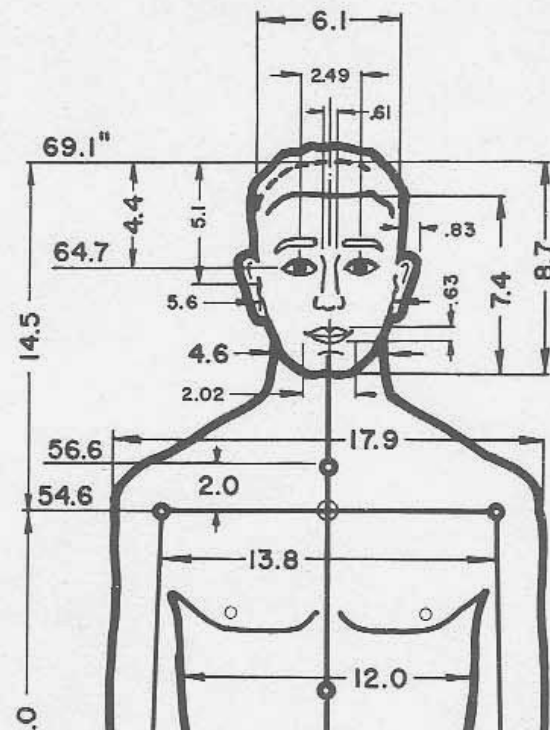
# ANTHROPOMETRIC DATA — STANDING ADULT MALE

ACCOMMODATING 95% OF U.S. ADULT MALE POPULATION

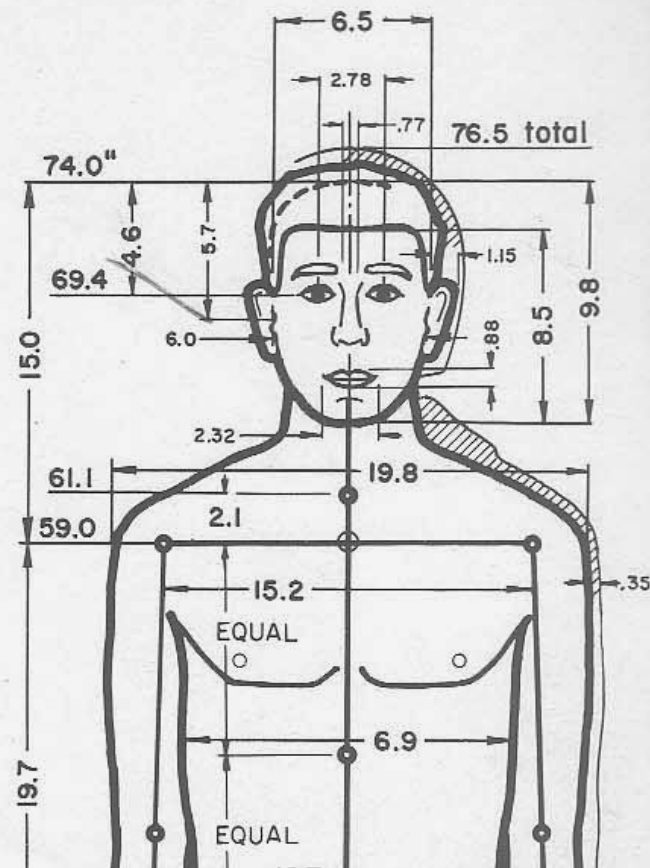
2.5%tile



50.%tile



97.5 %tile





It's hard  
to be a good listener.

# Data

is how we listen  
to customers we can't talk to.



# Data

is useless if it's not segmented  
because nothing and no one is  
“average”

# Customer Avatars

# Customer Avatars

**1) Goals and Values**

**2) Challenges and Pain Points**

**3) Objections & Role in Purchase Process:**

**4) Sources of Information**

# Customer Avatars

**1) Goals and Values**

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3) Objections & Role in Purchase Process:

4) Sources of Information

# Customer Avatars

1) Goals and Values

**2) Challenges and Pain Points**

3) Objections & Role in Purchase Process:

4) Sources of Information

# Common Empathy Mistake

Solving “a” problem but not “the” problem.

# Customer Avatars

1) Goals and Values

2) Challenges and Pain Points

**3) Objections & Role in Purchase Process**

4) Sources of Information

# Common Empathy Mistake

Misunderstanding Who the Customer Is



# Customer Avatars

1) Goals and Values

2) Challenges and Pain Points

**3) Objections & Role in Purchase Process**

4) Sources of Information

# Customer Avatars

1) Goals and Values

2) Challenges and Pain Points

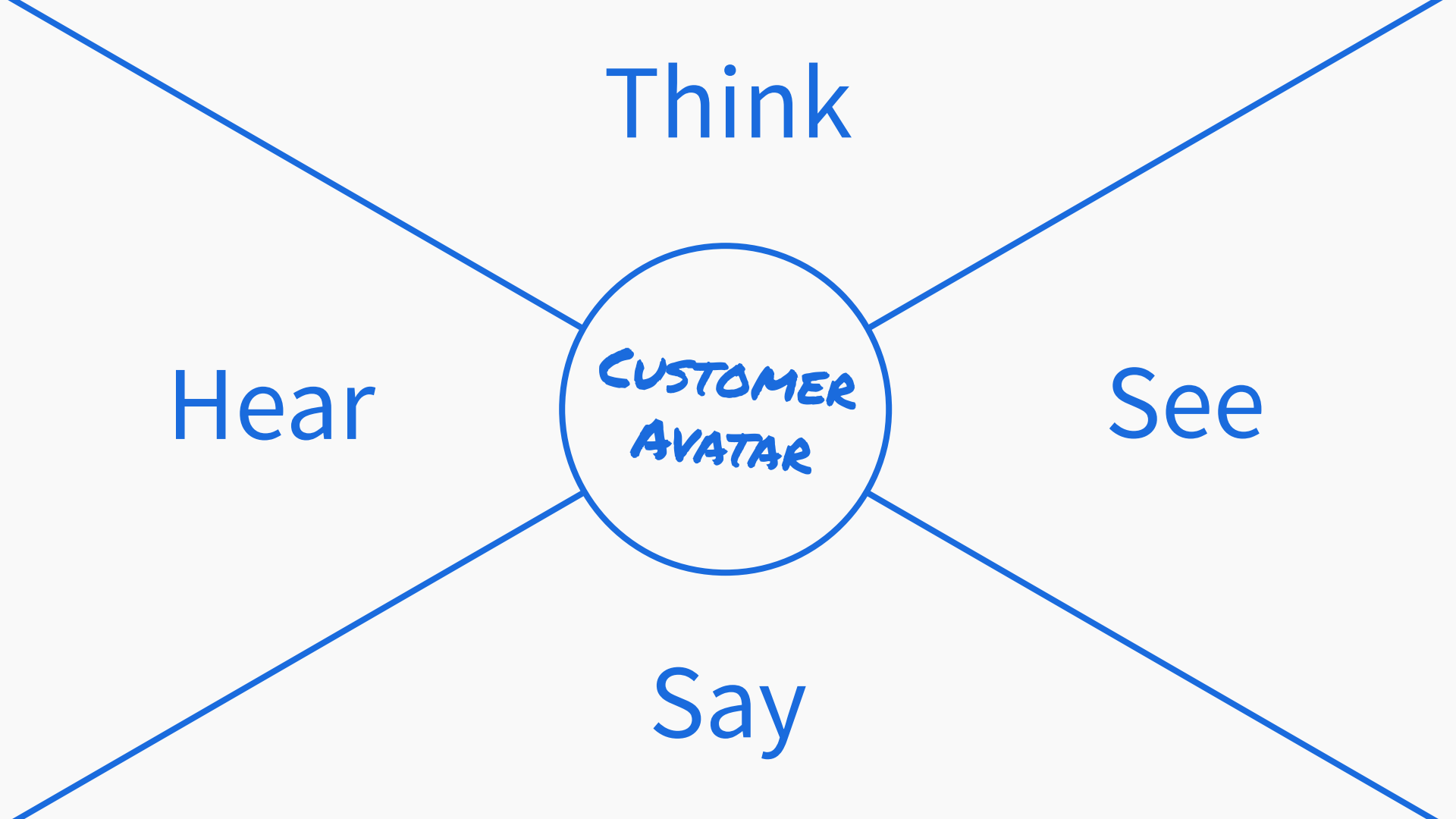
3) Objections & Role in Purchase Process

**4) Sources of Information**

# Common Empathy Mistake

Speaking to Customers in Your Language (Not Theirs)

# Empathy Map



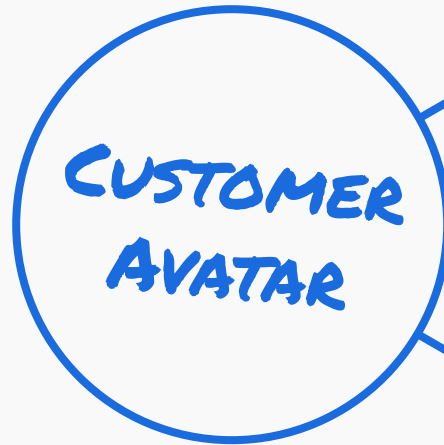
Think

See

Say

Hear

*CUSTOMER  
AVATAR*



See



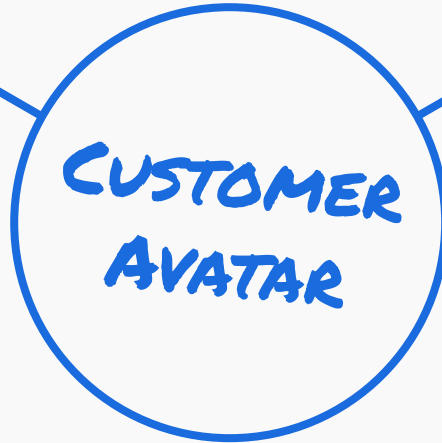
Say & Do

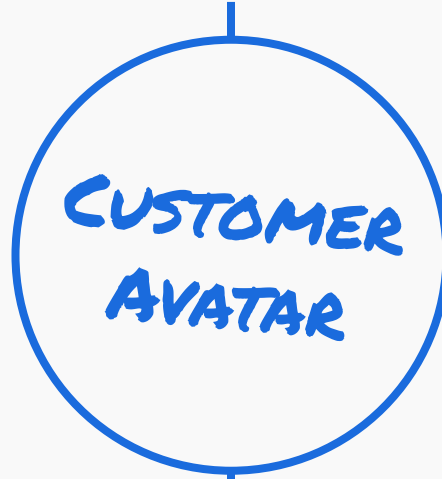
Hear





# Think





Pains

Gains

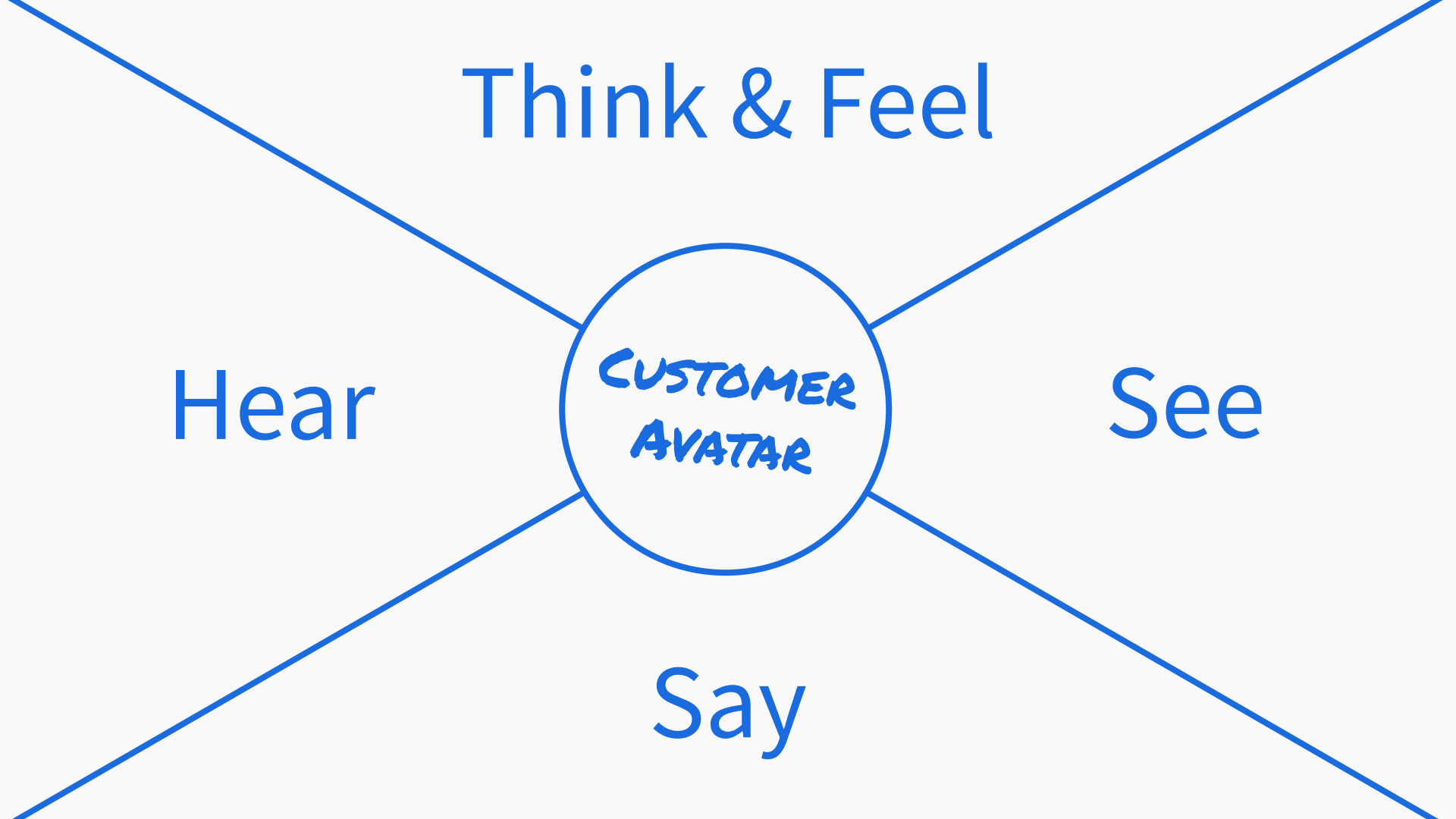
Think & Feel

Hear

See

*CUSTOMER  
AVATAR*

Say



Understanding what  
customers are  
“really” telling you

“If I had asked people what they wanted,  
they would have asked for a faster horse.”

*– Henry Ford*

“If I had asked people what they wanted,  
they would have asked for a faster horse.”

– ~~Henry Ford~~

“If I had asked people what they wanted,  
they would have asked for a faster horse.”

“If I had asked people what they wanted,  
they would have asked for a faster horse.”

**THIS IS REALLY GOOD  
CUSTOMER FEEDBACK!**



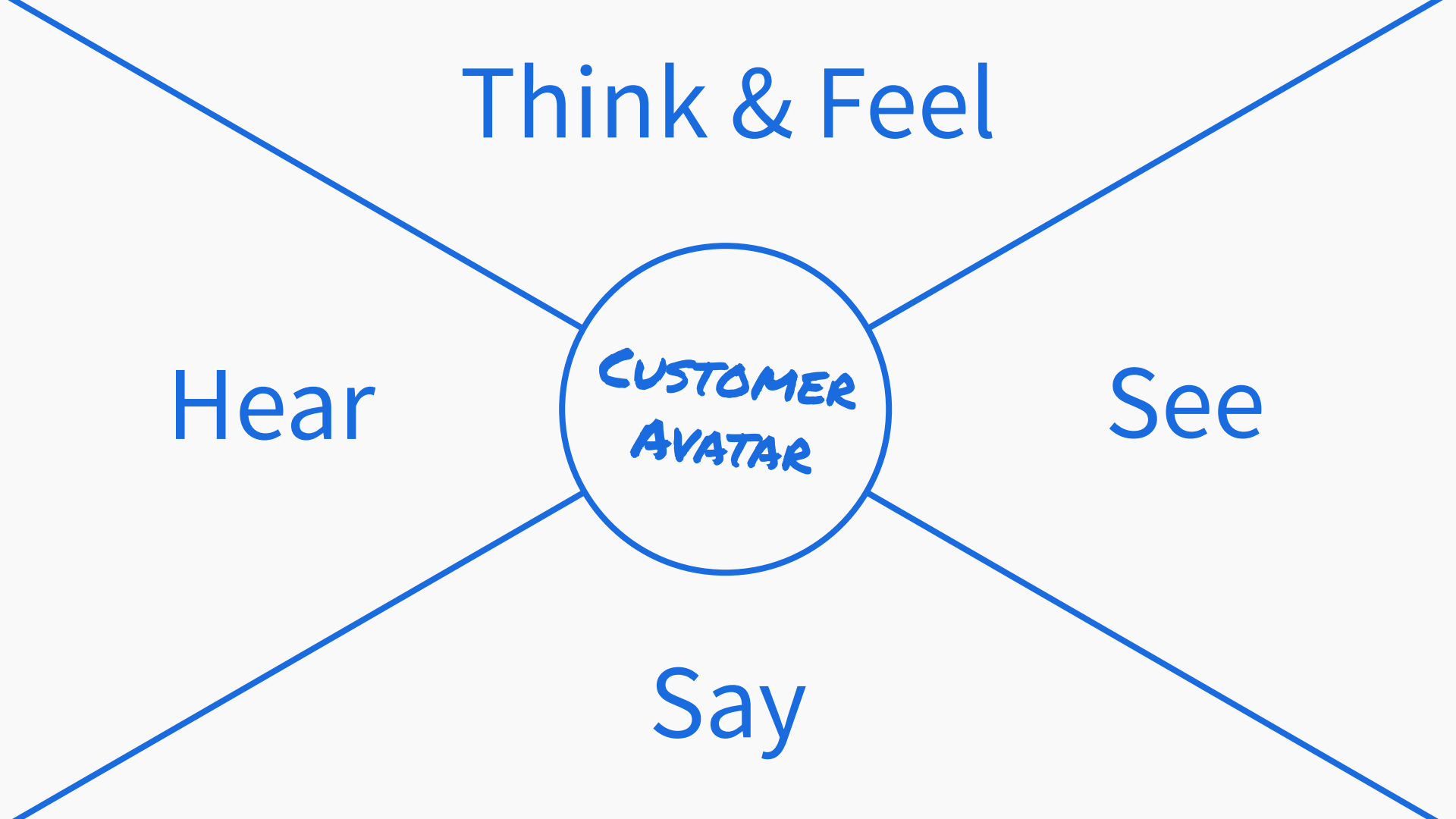
Think & Feel

Hear

See

*CUSTOMER  
AVATAR*

Say



Understanding what  
customers are  
“really” telling you

Real world examples

# Design Case Study

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2005

Ancestry.com



Introduction - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites Internet Options Mail Print Mail and News People

Address  Go Links >>

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Ancestry.com

MyFamily.com | Login | MyAccount

The No. 1 Source for Family History Online

Home

Search

Learn

Share

Trees

Shop

?

Today @ Ancestry | Subscription Plans | Top Things to Do | Affiliate Program

---

Find your Ancestors NOW!

Over 1.3 Billion Names

Given Name(s)

Last Name

Exact

Spelling

Search

Help?

All Countries

Country

Not Available

State/Province/County

Year

Exact

Year Range

Ancestry Daily News

Get Free Family History Tips, News and Updates.

☒ Daily ☐ Weekly

Your E-mail Here

Ancestry Family Tree!



Download FREE Family Tree software exclusively from Ancestry. This revolution in family history saves months of research time. [Click here](#)

U.S. Federal Census

Recent Releases/Updates:

- 1850 Index with links to [images](#) (Missouri, New Hampshire, New Jersey, New Mexico, New York)

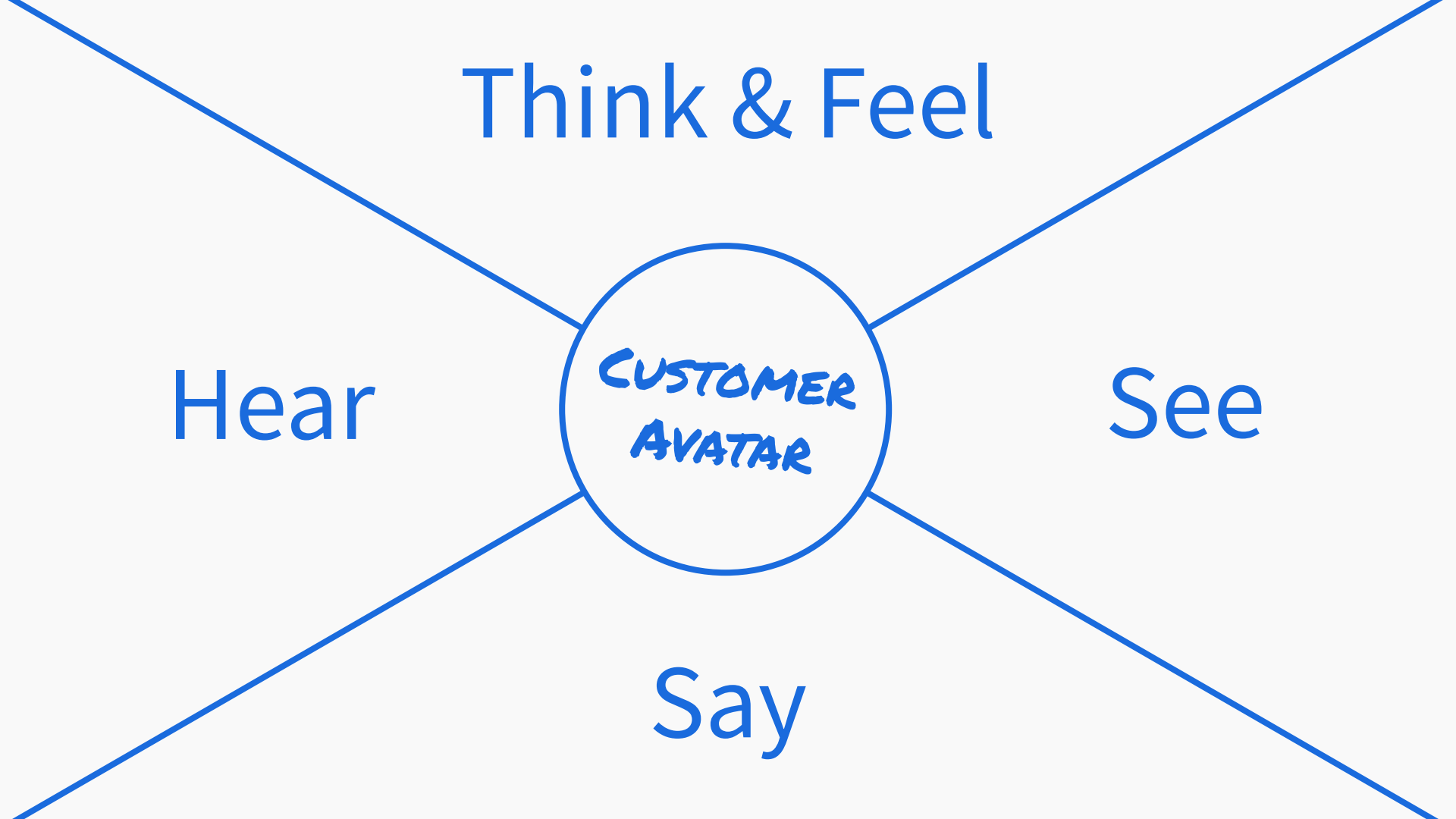
Think & Feel

Hear

See

*CUSTOMER  
AVATAR*

Say



**14-Day Free Trial**  
GIVE ME ACCESS

# Ready to discover your family story?

Simply start with yourself and we'll do the searching for you.  
Find your ancestors' stories. Discover yours.

Your name\*

Age\*

Gender

☒ Male ☐ Female

Choose who to search for:

☒ Father's family ☐ Mother's family ☐ Someone else

**Get started**



We value your privacy.  
[Read our privacy philosophy.](#)



Your father



Your mother



# Design Case Study

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2017

Bluehost








Bluehost Portal

3927283.my.bluehost.com/cgi/app/#/sites

☆ ⓘ ⋮



ⓘ ⬮ 👤

Home


**My Sites**

Marketplace


Email & Office

Domains

Advanced

 My Sites


Create Site



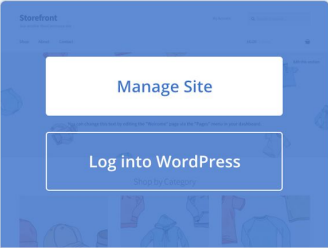
Twenty Nineteen — The WordPress default theme for 2019

Home About Blog Contact

Welcome



Sears Travel Agency  
<https://searstravelagency.com/new>



Manage Site

Log into WordPress

Sears Travel Agency  
<https://searstravelagency.com/staging/6324>

<https://3927283.my.bluehost.com/cgi/app/#/sites/2f7075626c699635f68746d6c2f73746167696e672f363332342f>

Bluehost Portal

4392697.my.bluehost.com/cgi/app/#/

☆ ⓘ ⋮

bluehost

? 🛒 👤

Home

My Sites

Marketplace

Email & Office

Domains

Advanced

Nice work, Christopher! You set up your site!

Now it's time to get your site ready to launch!

mischief.media

Launch My Site

WordPress

Christopher's List to Launch

RecommendedSkippedCompleted

☐ Customize your design

Select colors, fonts, and layouts in the WordPress Customizer.

☐ Add a contact page

Personalize or add a contact page to help people find you.

☐ Add content to your site

Write copy for your web pages and blog posts.

☐ Import your images, logo, or other media

Start uploading visual content to your website.

☐ Organize your site's navigation

Add pages to your menu or style your website's navigation.

# Q & A

