



# What do your customers want to achieve?

The Ten Principles Behind  
Great Customer Experiences

CH5



**When to use it:** You should have completed the worksheets **Why will people use this thing?** and **What makes your brand appealing?**



**The benefit:** Great customer experiences satisfy the customer's higher objectives. This worksheet will help you identify the distinct customer profiles and what they want to achieve from your offering. Complete one of these worksheets for each of the different possible customer types. You will almost certainly discover more profiles as you go along, so just keep adding to and amending these over time.



**You've got it right when:** You fully understand the different types of customer you must satisfy and what they want to achieve.

**AUTHOR:**

**DATE:**

**PROJECT:**

**CUSTOMER DESCRIPTION:** e.g. Holiday-maker, First-time buyer

## 1. Objectives

What does the customer want to achieve from the product, service or experience?

Hint: Use the format "I want to..."

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## 2. Subtext

This is the difference between what people say and what they mean. What are the unspoken issues or desires driving those objectives? What are they thinking but not saying?

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## 3. Super-objectives

What is the real goal behind the objectives? For example, in photography an objective might be "take a photo" but the super-objective might be "share my experiences with friends and family" or "express my creativity" Keep asking why until you reach the highest goal. The objectives above can be a great starting point.

I want to...  
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Why?  
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Why?  
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Why?  
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Why?  
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Why?  
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Why?  
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I want to...  
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Why?  
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Why?  
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Why?  
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Why?  
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Why?  
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Why?  
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## 4. Business objectives

What are your goals for this customer type?

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## 5. Notes and ideas

Note down anything that springs to mind from understanding the customer's objectives.

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**What next?** Once you really understand your customer's objectives it's time to look at what their customer journey looks like from start to finish. Use the worksheet **When does the experience start and end?** to help with this.