Building customer intuition across the product lifecycle

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Docusign

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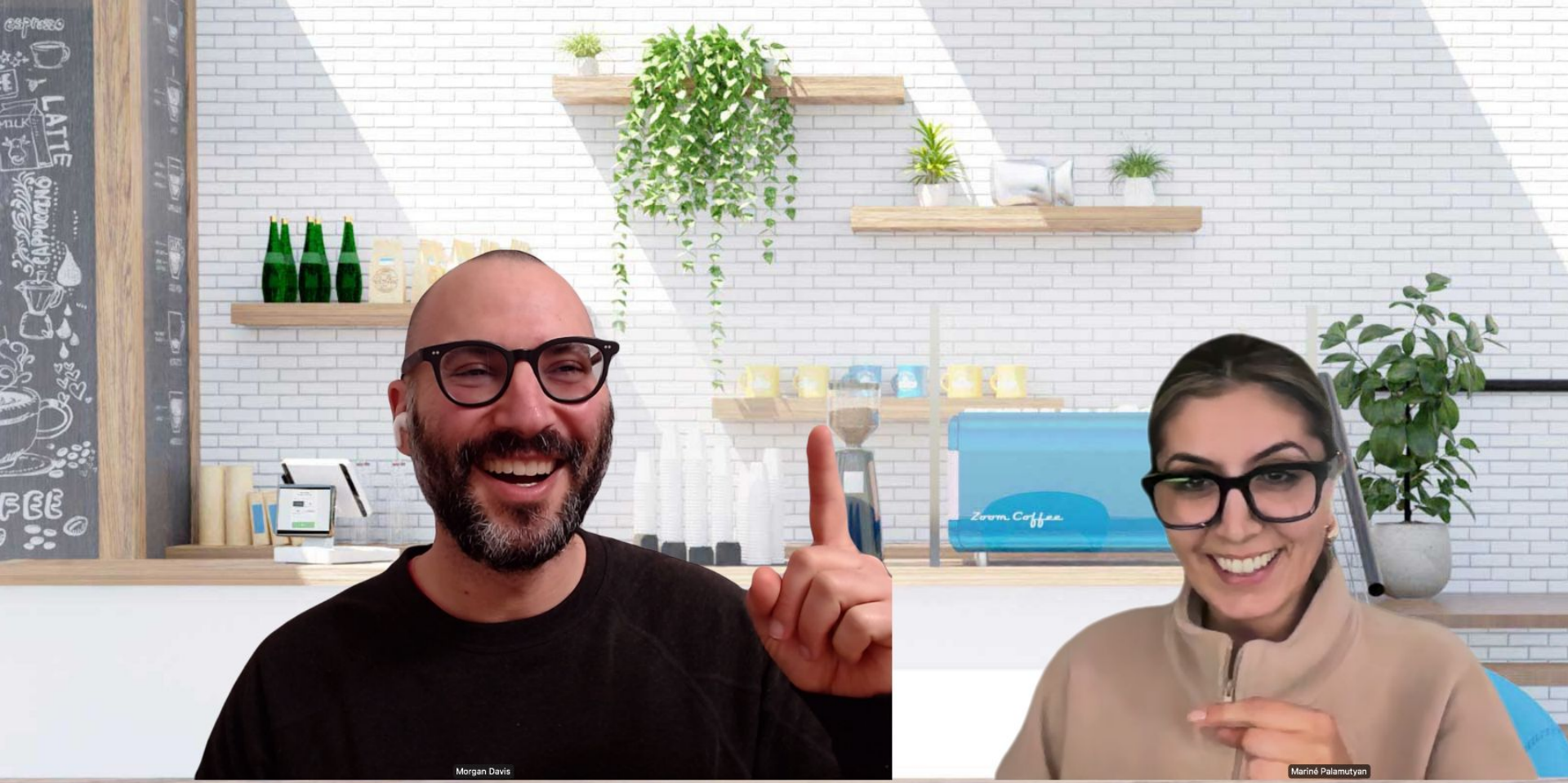
docusign

Customer Intuition!

Build Customer Intuition!

Morgan Davis
Mariné Palamutyan


Morgan Davis
Mariné Palamutyan
Zoom. Coffee

Customer Intuition - the ability to understand and anticipate customer needs, pain points, and behaviors ***throughout*** the product lifecycle.

Nearly 1.7 Million Customers

docusign

Nearly 1.7 Million Customers
More than the population of
San Francisco
docusign

Over 1 Billion Users

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Over 1 Billion Users
More than the population of
The Americas combined
docusign

Signers on

every continent

Including Antarctica

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2003-2015

eSignature leadership

2018-2023

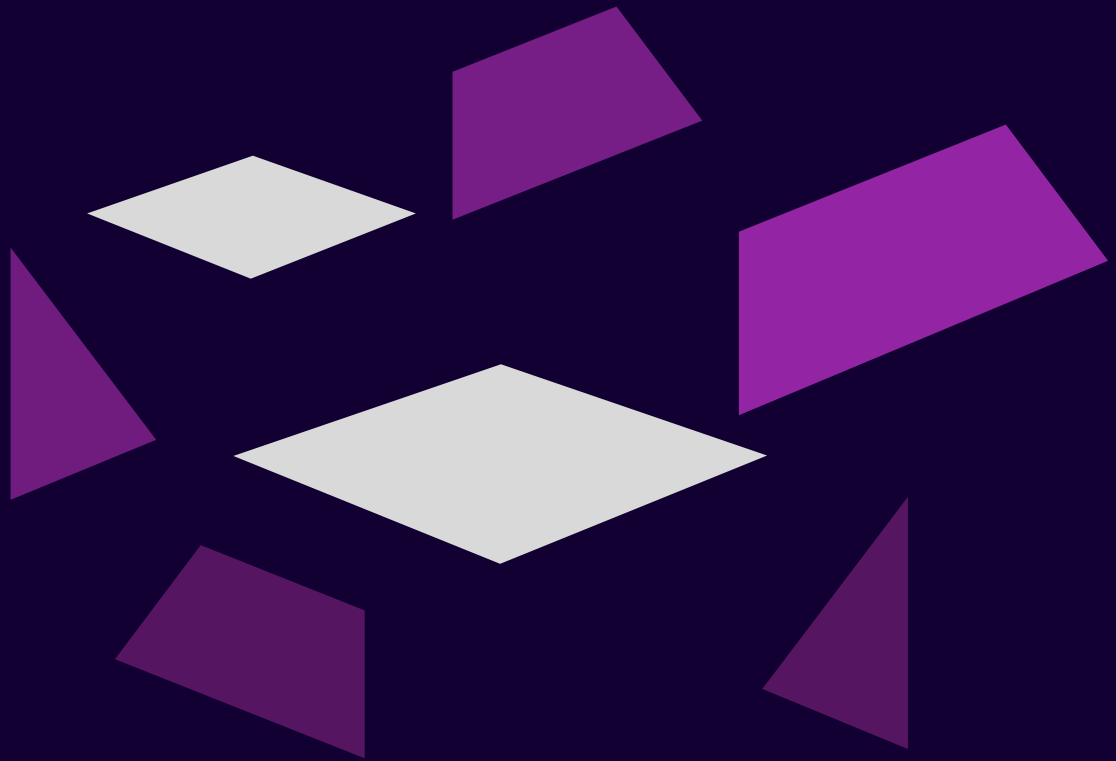
Agreement Management

2024 and beyond

Intelligent Agreement Management

We had the perfect plan!

Not really…



So how did we build customer intuition?

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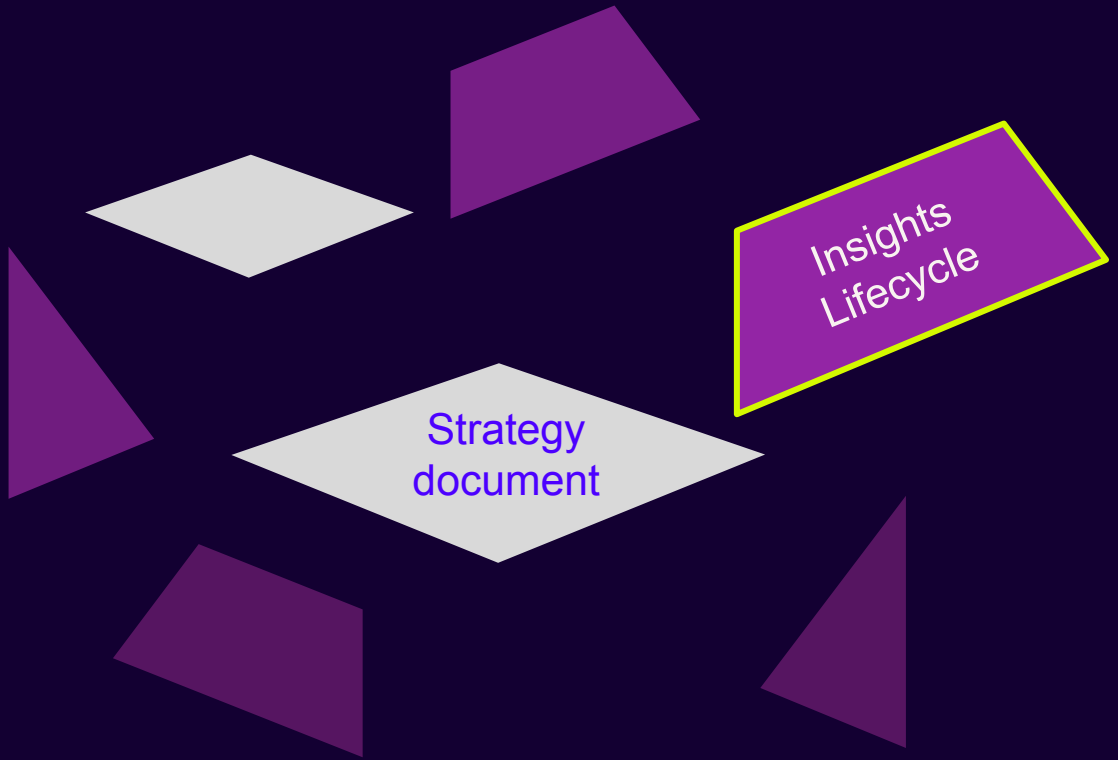

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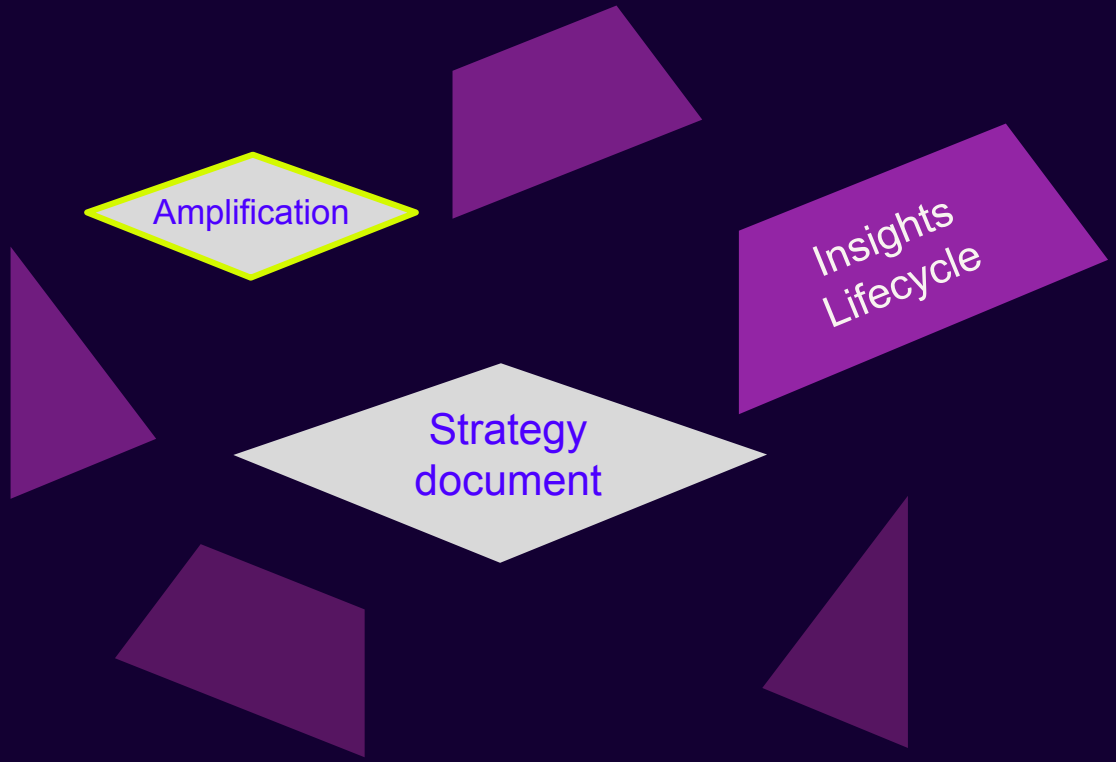

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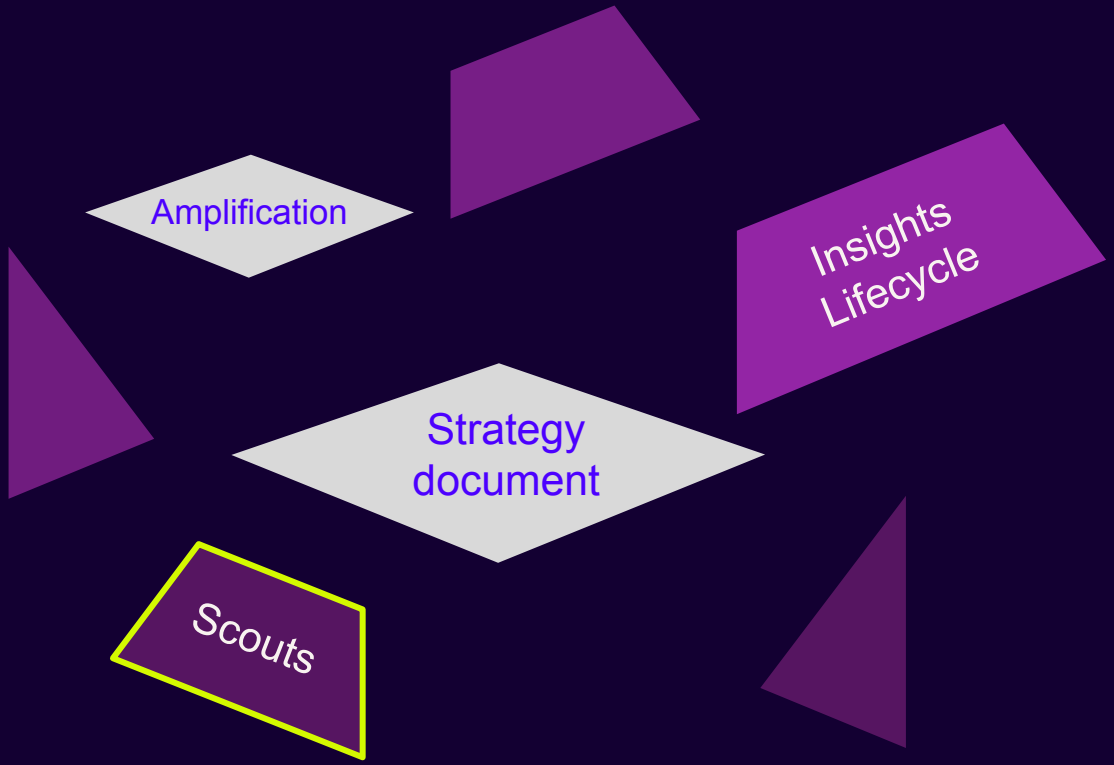

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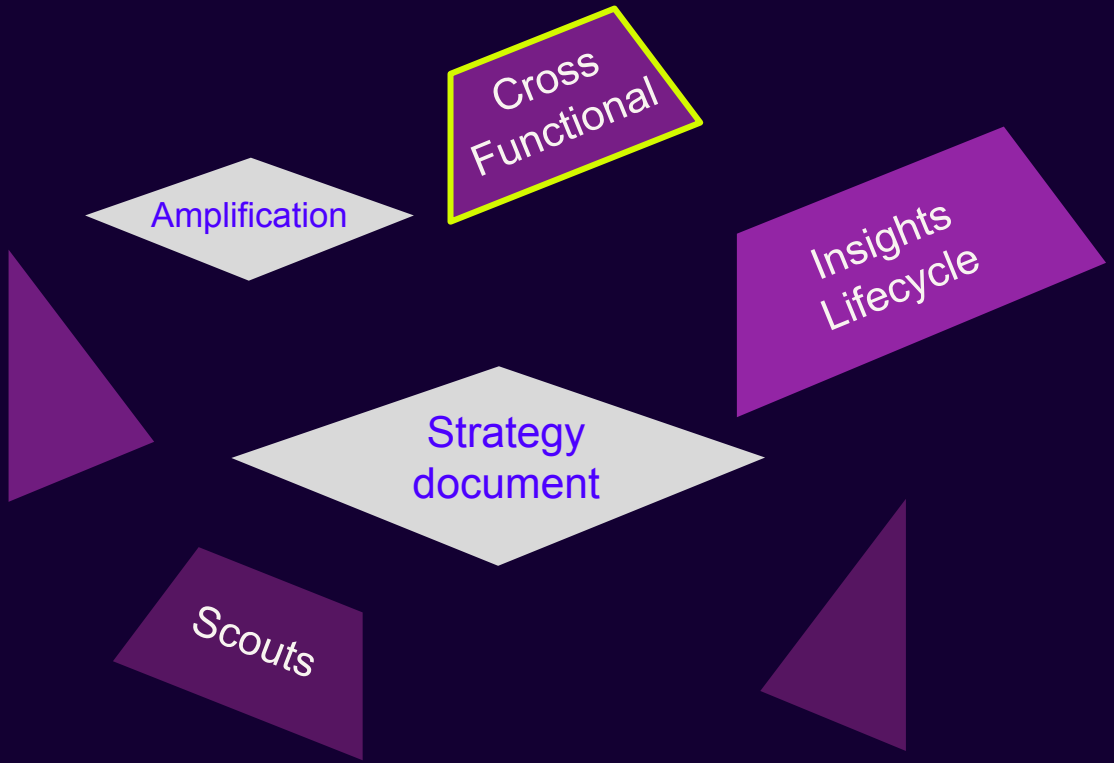

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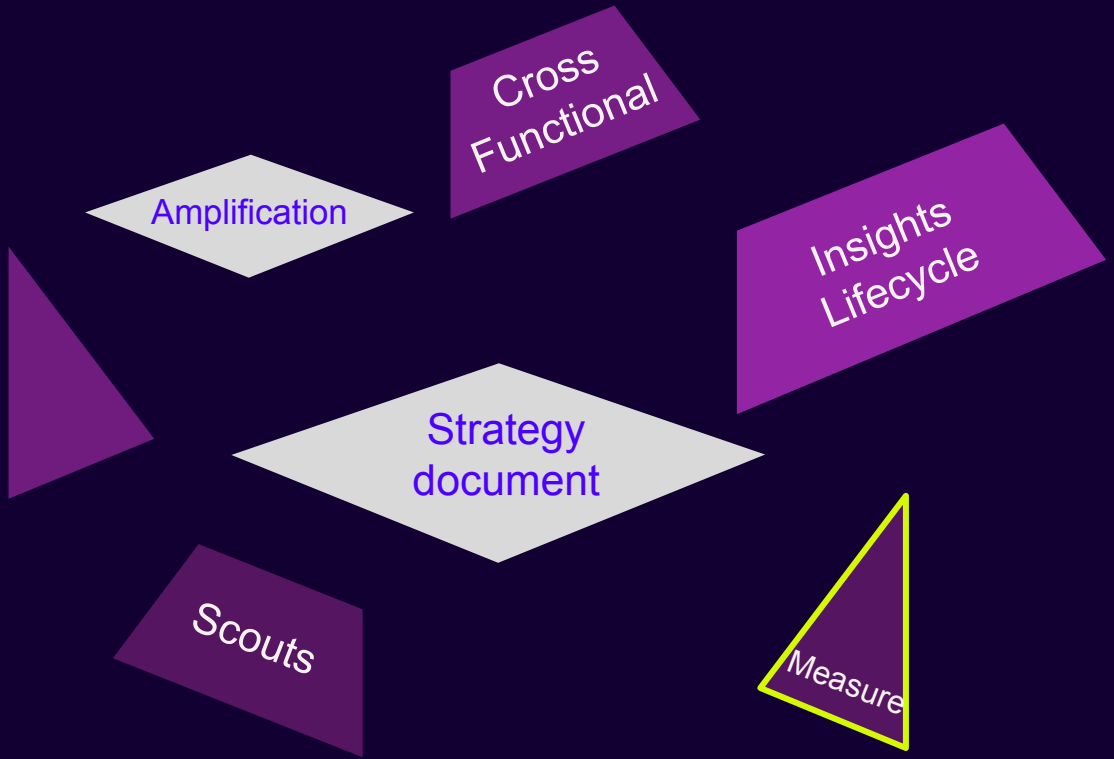

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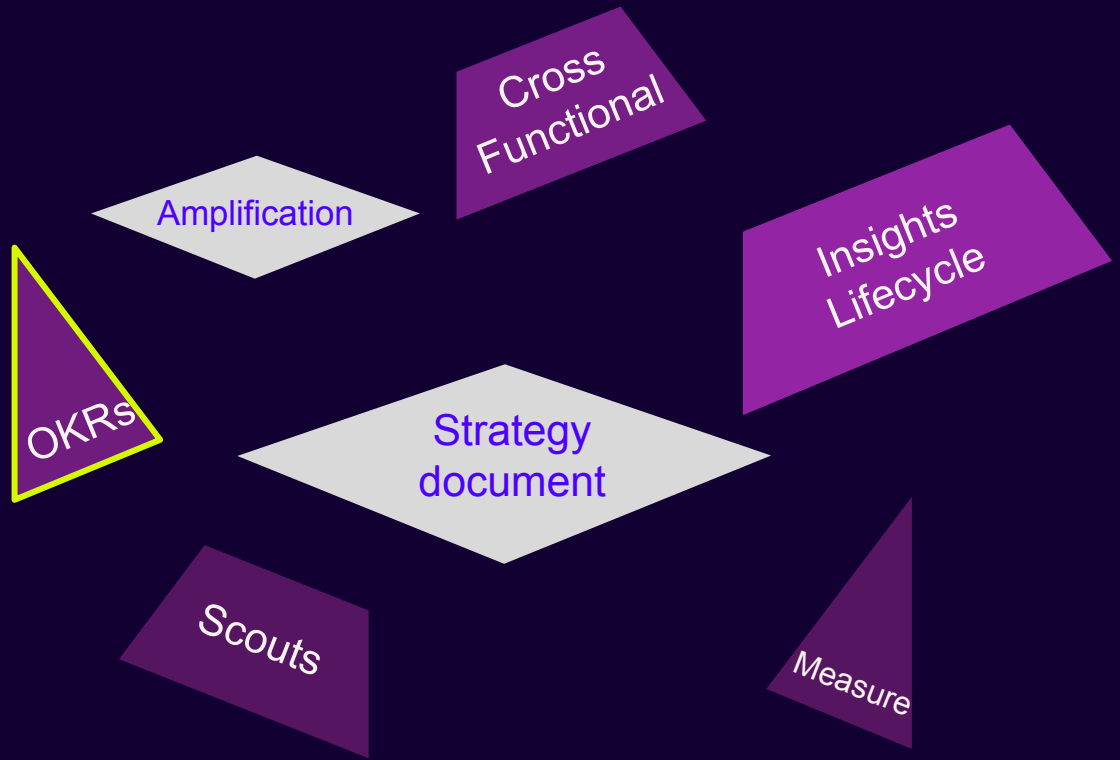
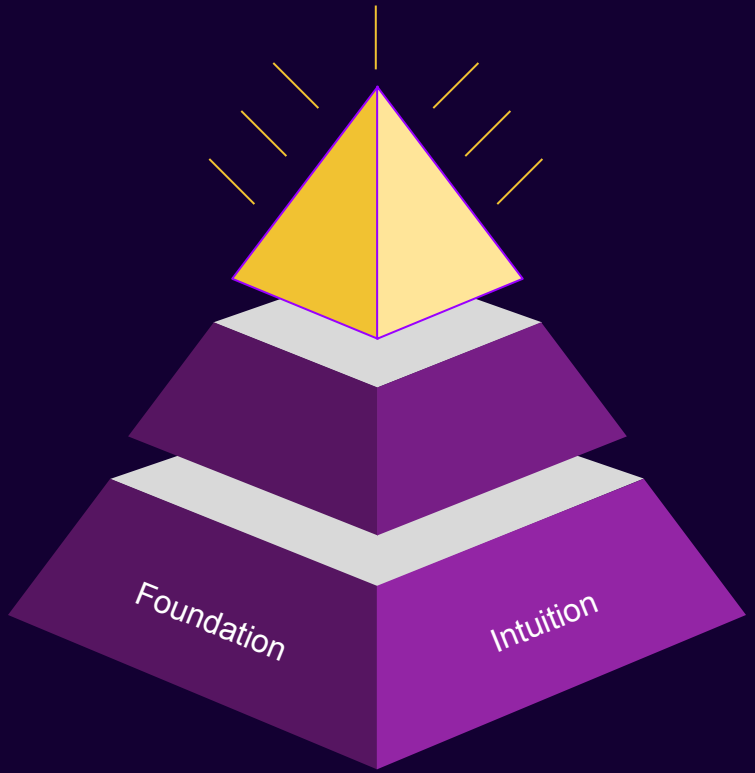
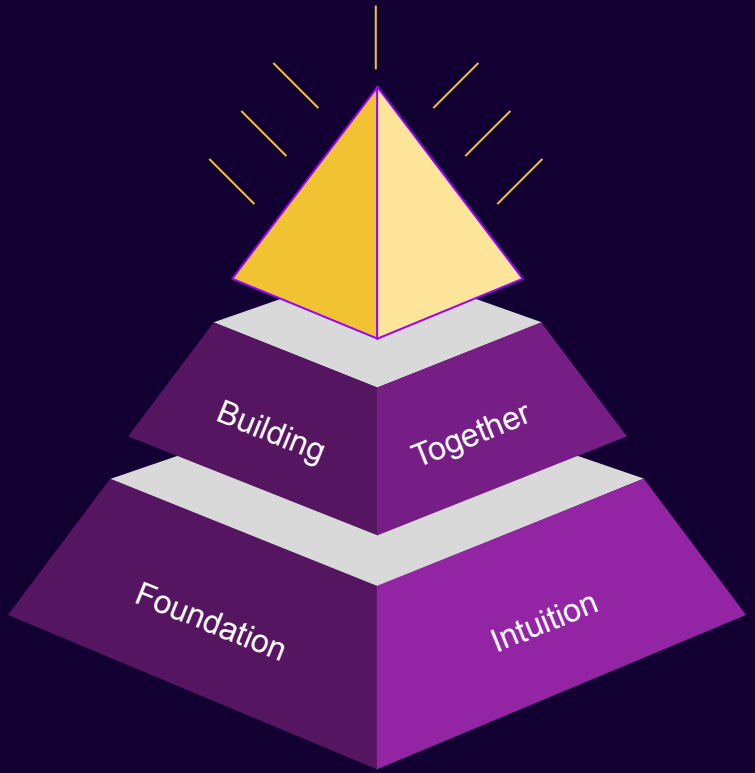
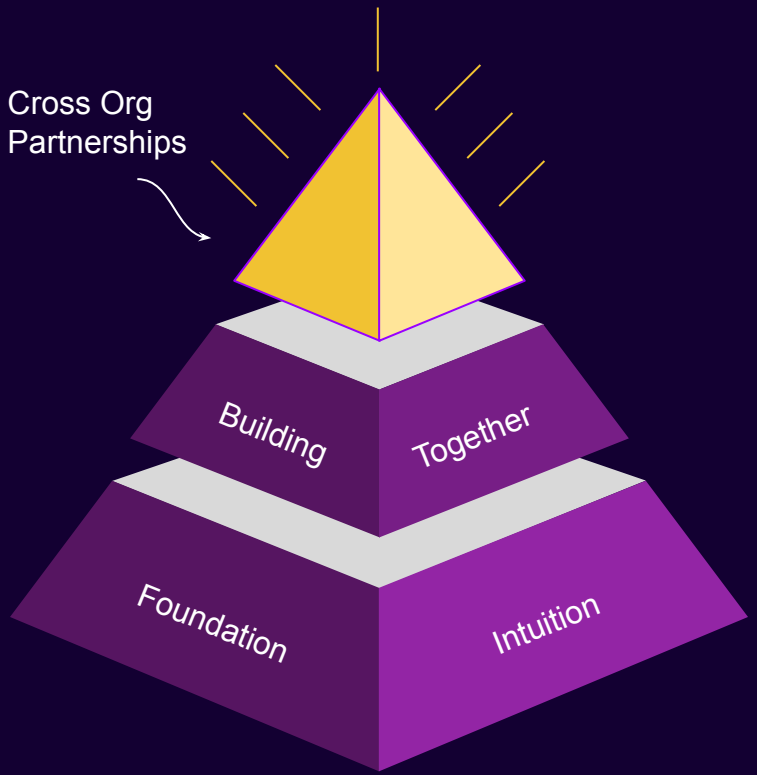
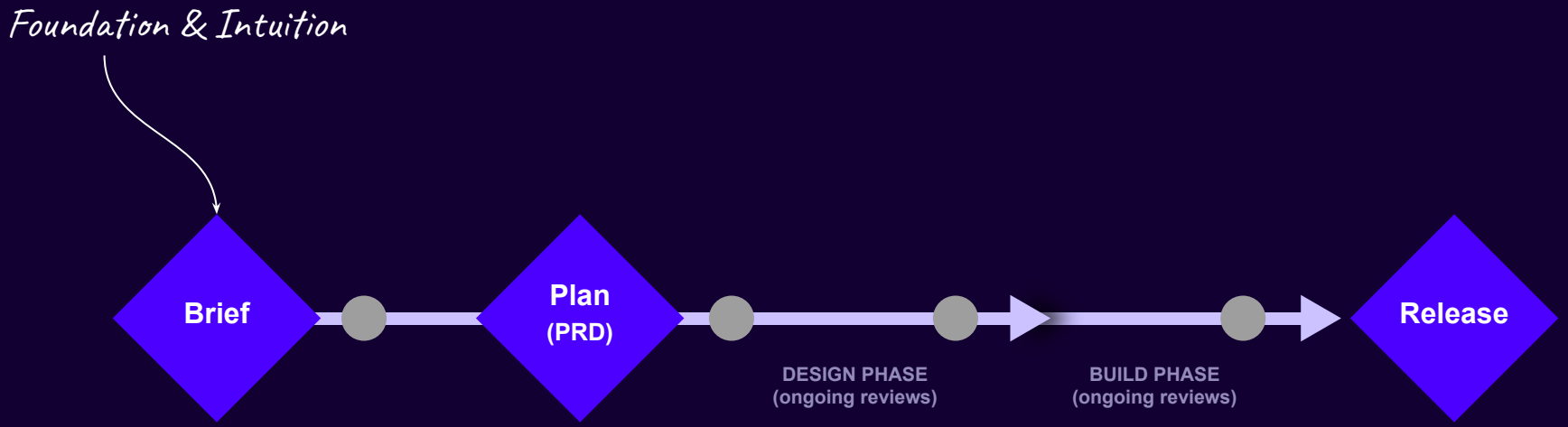
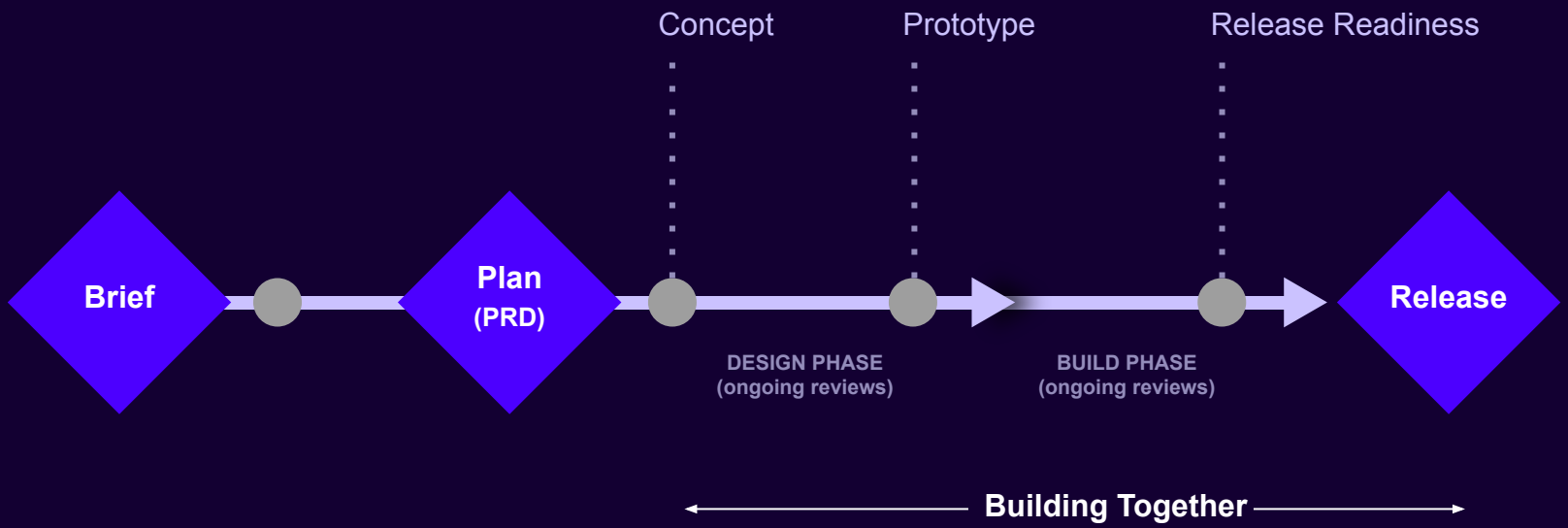


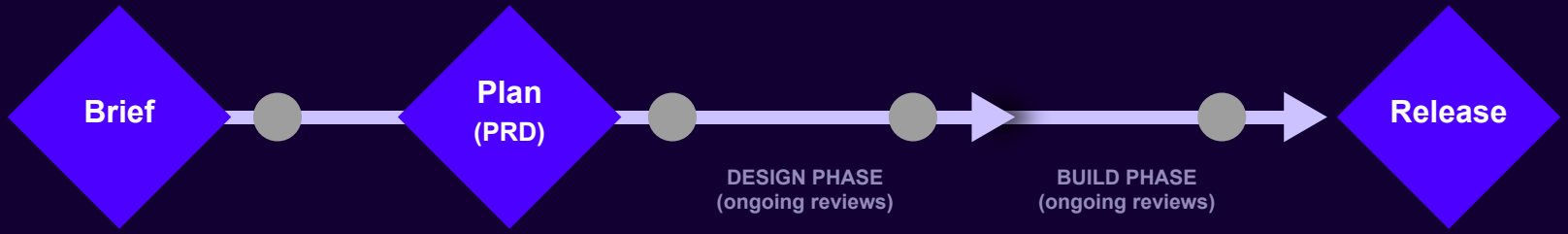

Foundation
Intuition


Building
Together
Foundation
Intuition

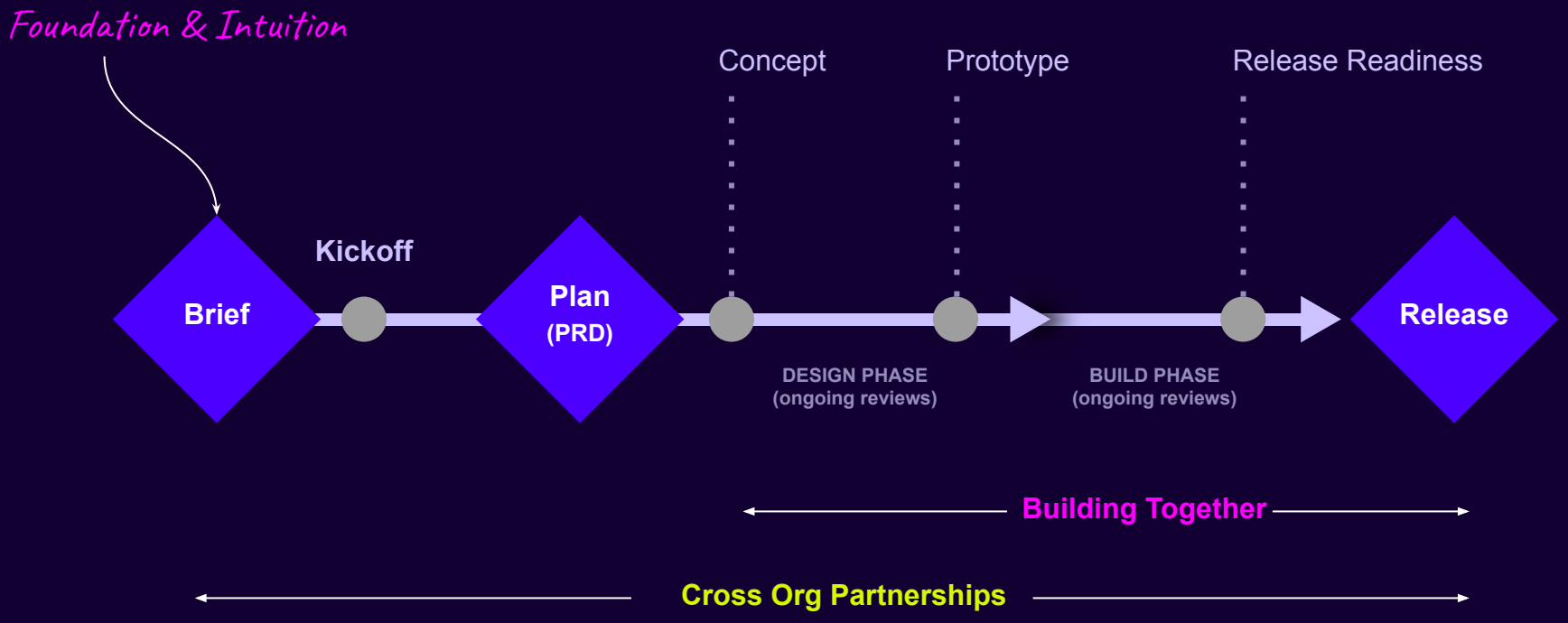

Cross Org
Partnerships
Building
Together
Foundation
Intuition


Foundation & Intuition
Brief
Plan
(PRD)
DESIGN PHASE
(ongoing reviews)
BUILD PHASE
(ongoing reviews)
Release

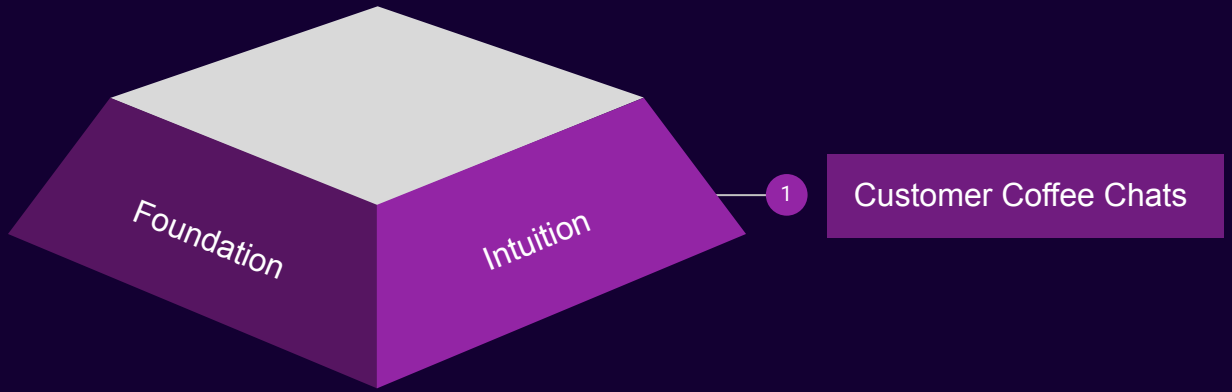

Concept
Prototype
Release Readiness
Brief
Plan
(PRD)
Release
DESIGN PHASE
(ongoing reviews)
BUILD PHASE
(ongoing reviews)
Building Together



Cross Org Partnerships


Foundation & Intuition
Concept
Prototype
Release Readiness
Brief
Kickoff
Plan
(PRD)
Release
DESIGN PHASE
(ongoing reviews)
BUILD PHASE
(ongoing reviews)
Building Together
Cross Org Partnerships

Bringing customers closer to our Product and Tech partners



Brewing customer insights one Chat at a time

- Bi-monthly 45 minute virtual fireside chat with customers
- Product agnostic
- Customers from various industries and company size
- Audience includes Product, Engineering, Marketing, and Sales

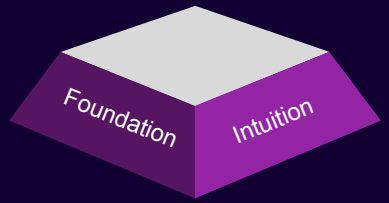
Learnings

Do’s

-Seek inspiration

-Gain leadership support

-Prioritize fun



Learnings

Do’s

-Seek inspiration

-Gain leadership support

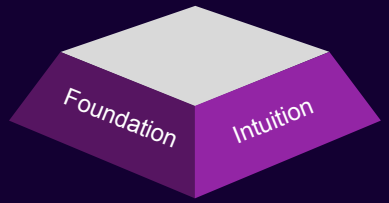
-Prioritize fun

Don’ts

-Restrict recruiting

-Strive for perfection

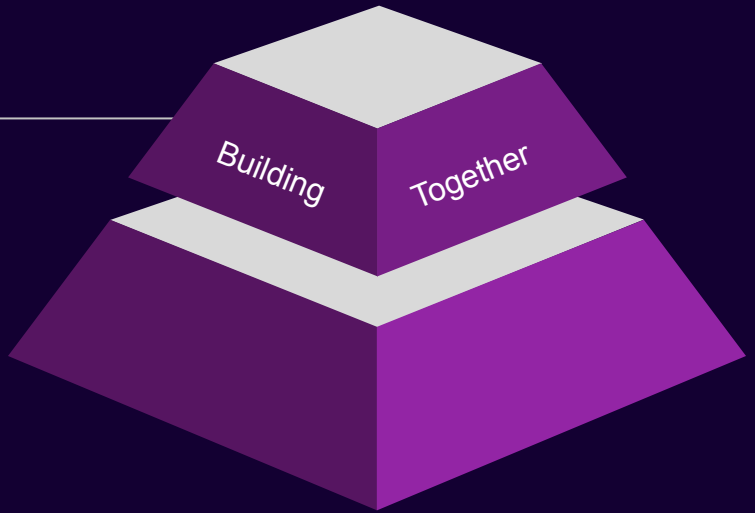
-Give up



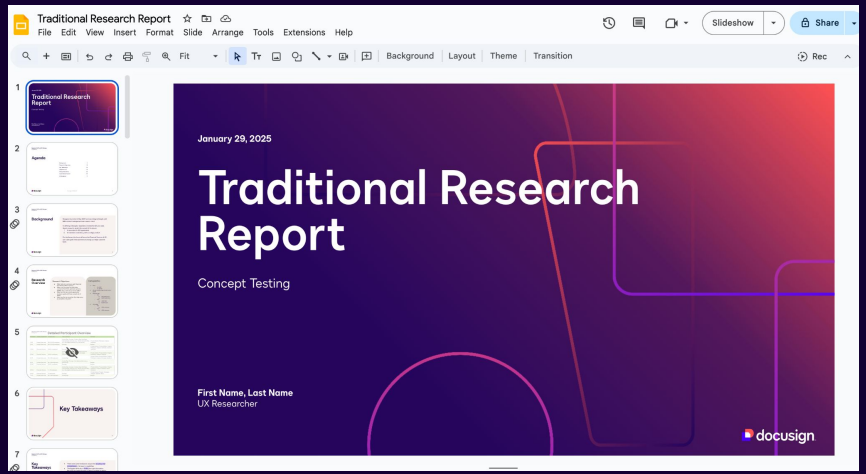
Shifting from passive presentations to activating insights

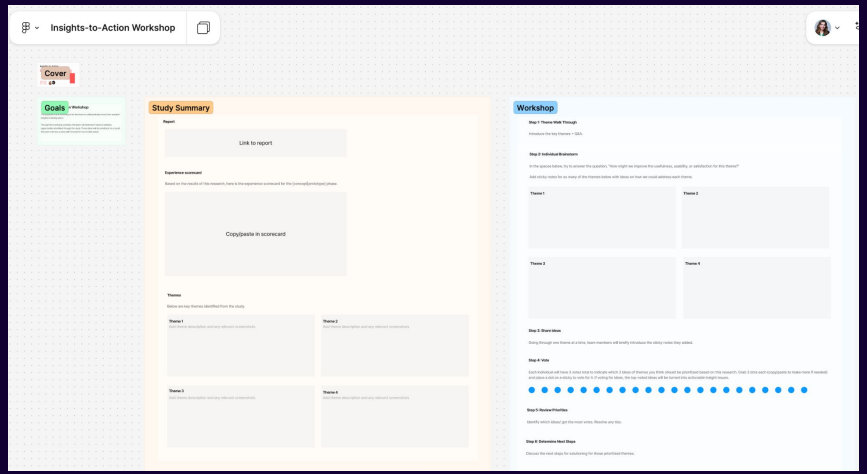
Insights to Action

2

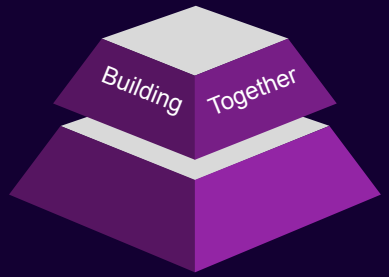


Defining themes, opportunities, and commitments to act





Learnings



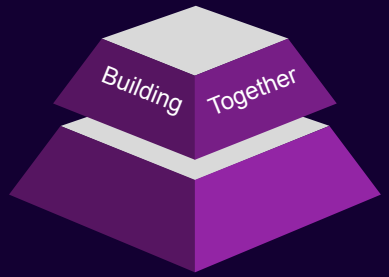
Do’s

-Listen and adapt

-Start small

-Trust the process

Learnings



Do’s

-Listen and adapt

-Start small

-Trust the process

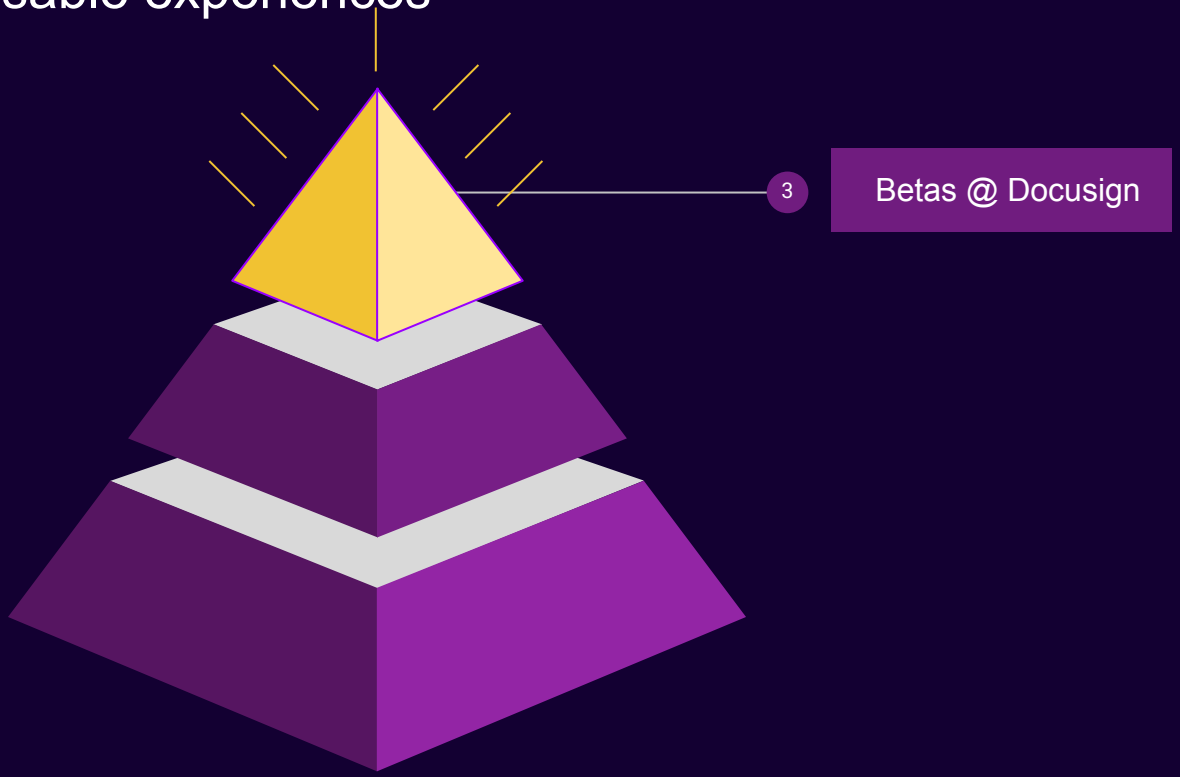
Don’ts

-Get stuck in tradition

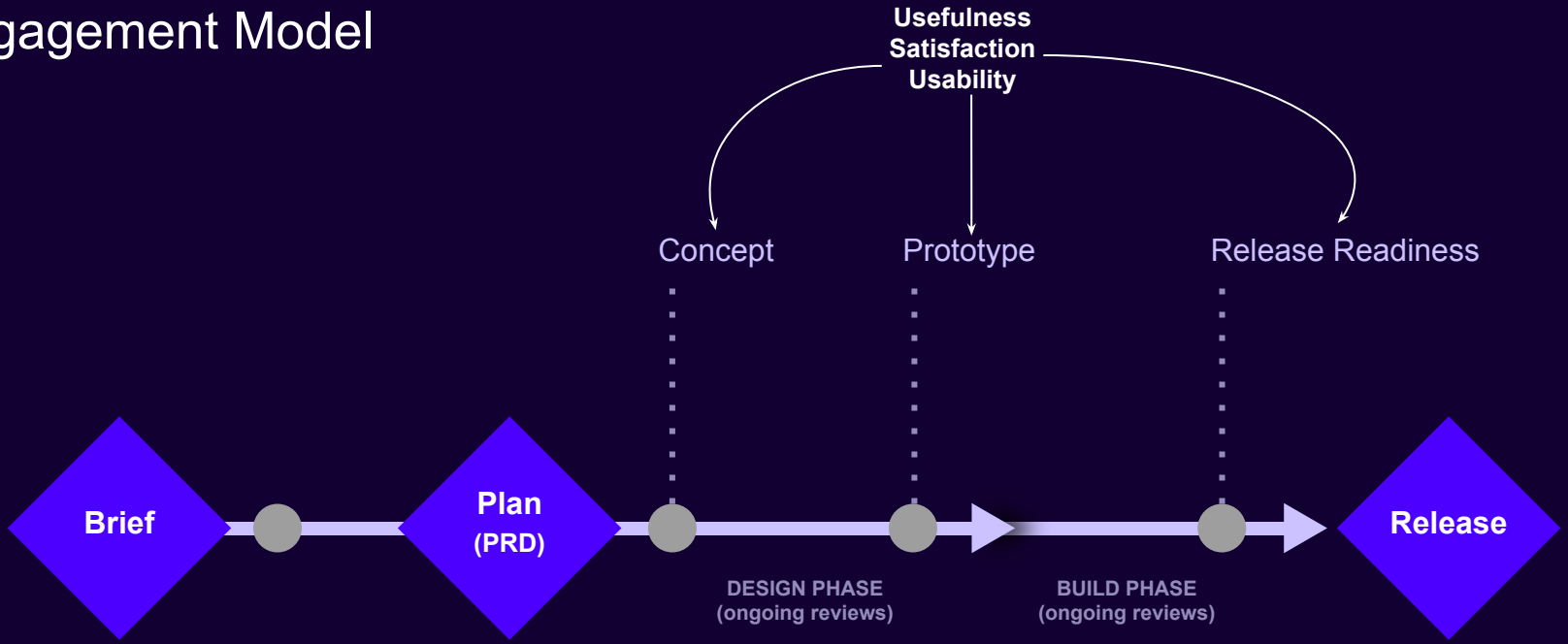
-Overrotate

-Overcrowd the workshop

Shipping useful and usable experiences



Engagement Model



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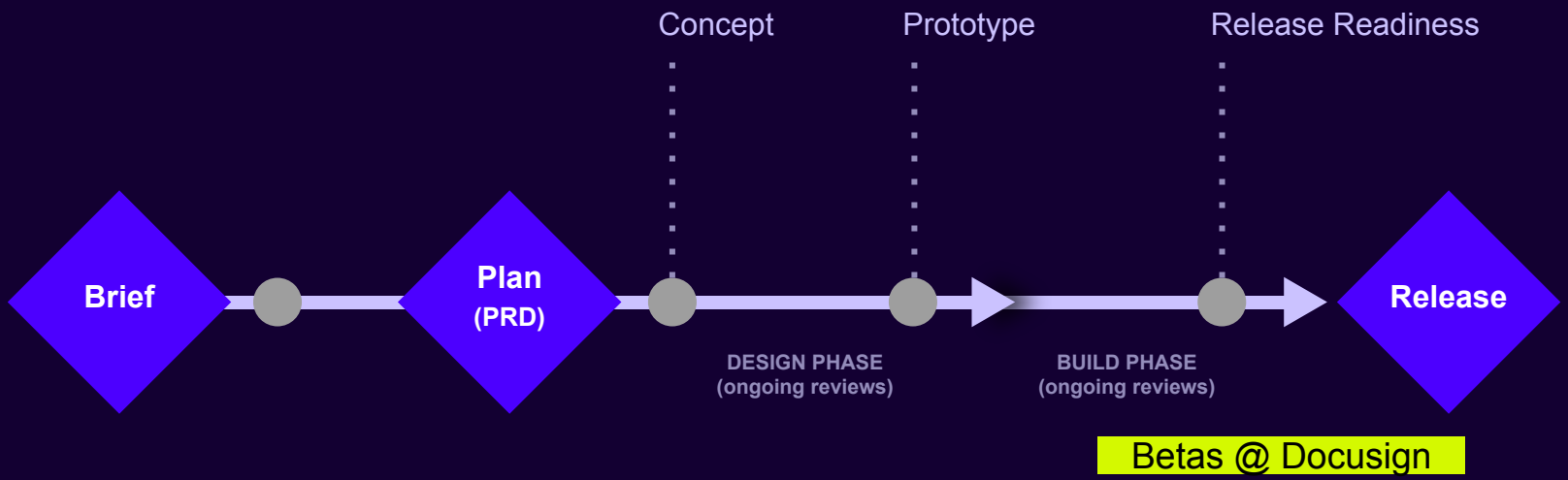

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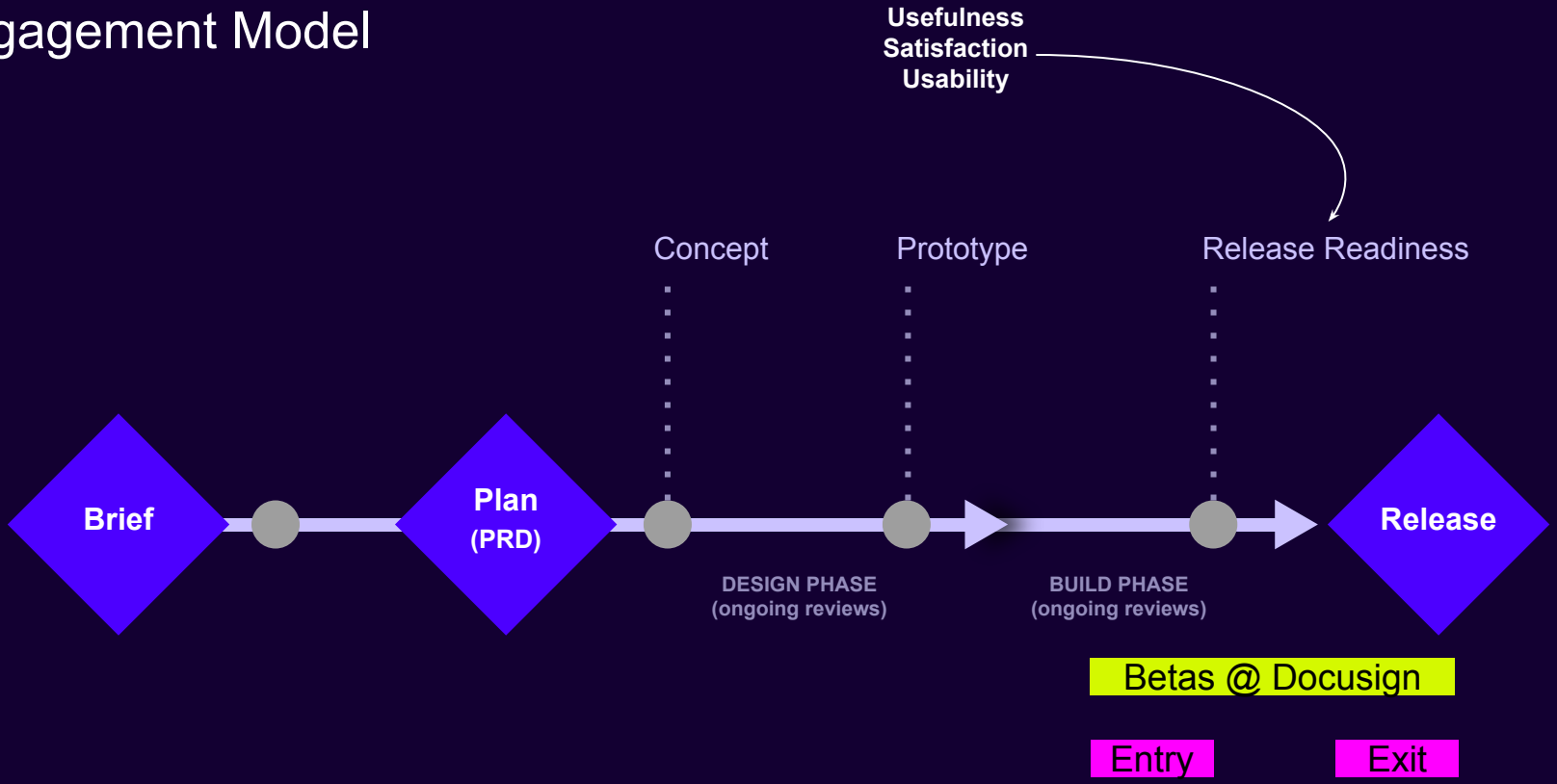
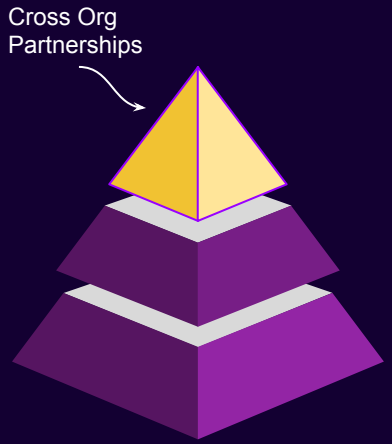


Learnings



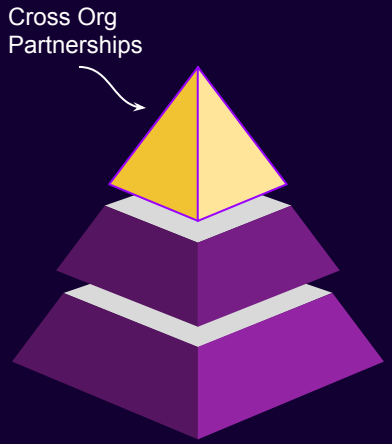
Do’s

-Be ready

-Seek larger systems

-Add value

Learnings



Do’s

-Be ready

-Seek larger systems

-Add value

Don’ts

-Push your agenda

-Have expectations

-Be rigid

Building Together

WOW Moment Validation

Co-Design & Usability

Experience Scorecards

Insights to Actions

Cross Org Partnerships

Betas@Docusign

Pricing & Packaging

Customer Zero

Voice of the Customer

Field Teams

Data Science

Market Insights

Foundation & Intuition

Persona Center

Jobs to be Done Center

Customer Coffee Chats

Customer Empathy Pulse

End to End Business Processes

Customer Onsites

Live Sessions and Videos on Demand

Customer Intuition Calendar

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