

## 5 WORKING BACKWARDS QUESTIONS

---

### WHO IS THE CUSTOMER?

---

Facility Managers and Museum Executives at the Museum of London

### WHAT IS THE CUSTOMER PROBLEM OR OPPORTUNITY?

---

At the moment, the facility managers are having a difficult time finding out the state of the building quickly. To do that, they have to look into various systems or have to ask other people.

### WHAT IS THE MOST IMPORTANT CUSTOMER BENEFIT?

---

With the help of a voice assistant, it becomes a lot easier to find out about the current state of the museum building. The facility managers can quickly get an update by asking their voice assistant. They can also do other work simultaneously while conversing with it.

### HOW DO YOU KNOW WHAT CUSTOMERS NEED OR WANT?

---

We had several meetings together with our client to make sure that we understand their problem. Meanwhile, we also had interviews with facility managers to empathize with their daily struggle to build a proper solution for their needs.

### WHAT DOES THE CUSTOMER EXPERIENCE LOOK LIKE?

---

Our focus is to build an intuitive and easy-to-use voice assistant so that the client can get the status of the museum building. By asking some simple questions, the overall state and other important information about the building can be inquired.