

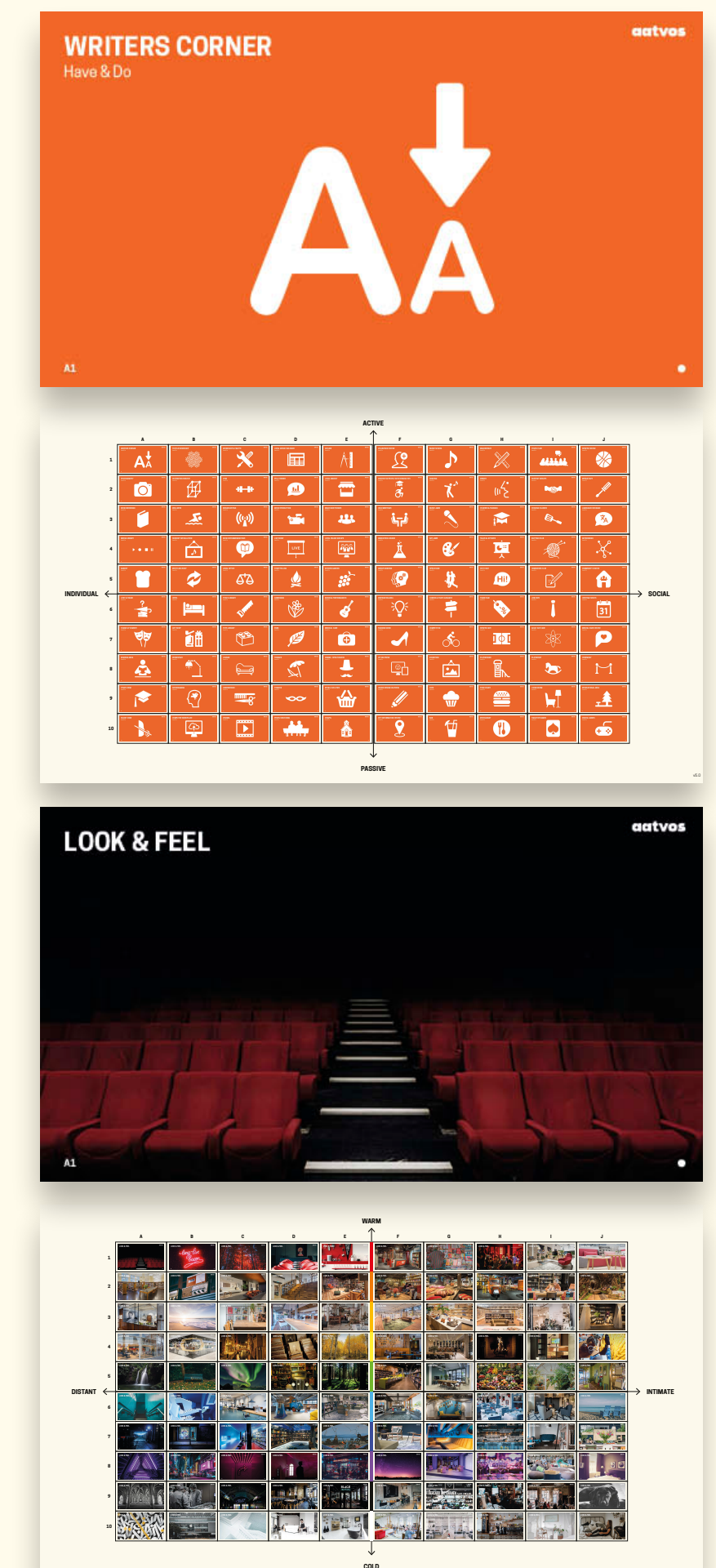
# **INSTRUCTIONS CUSTOMER QUESTIONNAIRE**

# THIS IS WHAT YOU HAVE RECEIVED

The following is included in this customer questionnaire:

- A PDF with instructions: the document you are reading now (including examples and an answer form template).
- A PDF with some guidance for the Client questionnaire.
- A set of “Have & Do cards” (orange), with a total of 100 cards.
- A A3 image matrix with an overview of the 100 Have & Do cards.
- A set of “Look & Feel” cards (photo cards), with a total of 100 cards.
- A A3 image matrix with an overview of the 100 Look & Feel cards.

Did you order two sets? Then you received two different versions of the card games. One set has one single dot as a marker, the other has two dots. You can find the markers on the bottom right. The two sets are identical except for the markers. The markers help you conveniently sort the cards.



# READ THIS FIRST

This client questionnaire consists of a series of questions and two card games.  
Here we explain how they work.

## **STEP 1**

Please read the instructions.

## **STEP 2**

Have a look at the guide. That is the PDF with the yellow pages. The guide is used to help you through the talk with you customer.

## **STEP 3**

First practice your customer questionnaire with co-workers or the neighbors next door.

## **STEP 4**

Now start with your customers. Collect the outcome in accordance with these instructions.



# STEP 1: INFORMATION

## 6 QUESTIONS



# 1. WHY?

A customer questionnaire gives you a good idea of the needs and wishes of the people you provide a service for. These insights will help you develop better products and services for your organization. You will be able to create a better surrounding for those services based on your customers' needs.

Because you are better tuned in to your customers' needs, you will improve the efficiency of your own processes. You will be better equipped to communicate with your designers about the building's interior. With this customer questionnaire you create a solid foundation for your thoughts and ideas.

## 2. FOR WHOM?

This questionnaire is meant for your groups of [potential] customers. That could be school classes, groups or guilds that use your facilities, participants, neighbors, or different groups within the community where you operate your services. And of course, the random walk-in customers you come across.

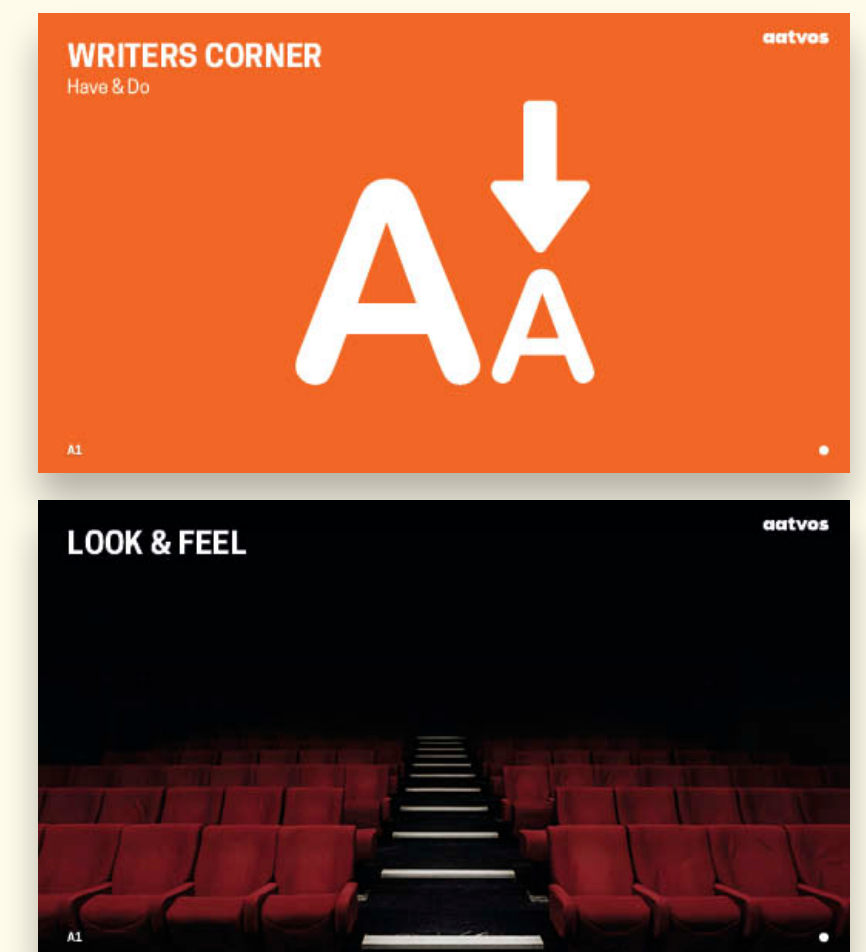
The customer questionnaire works best if you work in groups. That way, all participants can deliberate. Note that groups should be between 2 and 6 people in size. Are there a lot of people? Create smaller groups then. This way, the deliberations will be more efficient and will not take too much time.



### 3. HOW DOES IT WORK?

The questionnaire begins with a brief introduction of you and your organization. The participants are also asked to introduce themselves. Then 4 open questions will be asked. Please give the participants some time to think before they answer. Then, collect their answers.

The second part of the questionnaire is playing two card games. Here you ask your participants to select 12 cards out of the two decks, both consisting of 100 cards.



## 4. HOW LONG DOES IT TAKE?

The introductions will take approximately 2 minutes and the 4 open questions 5-6 minutes. The precise time depends on the number of attendees.

The card games will last a total of approximately 15-20 each. Total time depends on group size and the time they will take to find consensus.

It all adds up to a total of approximately 1 hour for the customer questionnaire.



# 5. WHAT DO YOU NEED?

Working with customers is best done in a secluded part of a bigger space, or in a separate room of approximately 25 m<sup>2</sup>. Besides that, you will need:

- A screen of a beamer to show the guide;
- A table of course;
- Per card game a table of approximately 2 x 2 m to be able to spread all the cards on the table;
- Post-It notes / memos and markers;
- A drink and a cookie;
- A small 'thank you' -present to thank your participants for showing up and participating;
- A smartphone or camera to note the results.



## 6. WHAT DOES THE PROGRAM LOOK LIKE?

- Purpose of the program and an introduction of your own organization;
- Introduction of participants;
- Four open questions;
- Card game 'Have & Do' (orange deck of cards);
- Card game 'Look & Feel' (photo cards);
- The end.



# STEP 2: INSTRUCTIONS GUIDE & 3 ROUNDS

# GUIDE

Besides this document (The Instructions) you have received another:  
The Guide. Use the Guide to help the participants during the questionnaire and the Card Games. It is helpful to use a projector for the Guide.

On the next few pages you will receive instructions for accompanying the participants through these questions.

# ROUND 1: FOUR QUESTIONS

In the first round, 4 open questions are asked.

Ask the participants to write down at least three and maximum five key words- down on a Post-it or piece of paper. Allow them approximately 3 minutes to collect the answers.

If you have some time to spare, put the answers up on a wall and discuss the answers with the group. Note the focus points of the discussion.

Look at “The end” to see how the answers should be processed.

QUESTION 1  
**WHEN DO YOU  
FEEL AT HOME  
WHEN YOU ARE  
NOT AT HOME?**

QUESTION 2  
**WHAT WOULD  
YOU LIKE TO  
SEE THERE?**

QUESTION 3  
**WHO WOULD  
YOU LIKE TO  
MEET THERE?**

QUESTION 4  
**WHY WOULD  
YOU LIKE TO  
GO THERE?**

# CARD GAMES

How to use the card games.

Ask the Participants to split the deck in 50% 'Like' and 50% 'Do not like'. (5 mins). Continue with the 'Like' selection. From the 'Like' selection, ask the participants to select approximately 20 cards that all get a 100% approval from them.

Then make a selection based on priority. Order the cards starting with 'a must have' to 'nice to have'. Finally let the group select the 12 most important cards. (5 min.)

Please note the remarks of the participants. Also note the comments of the 'opponents'. Look at "The end" to see how the answers should be processed.

# ROUND 2: HAVE & DO

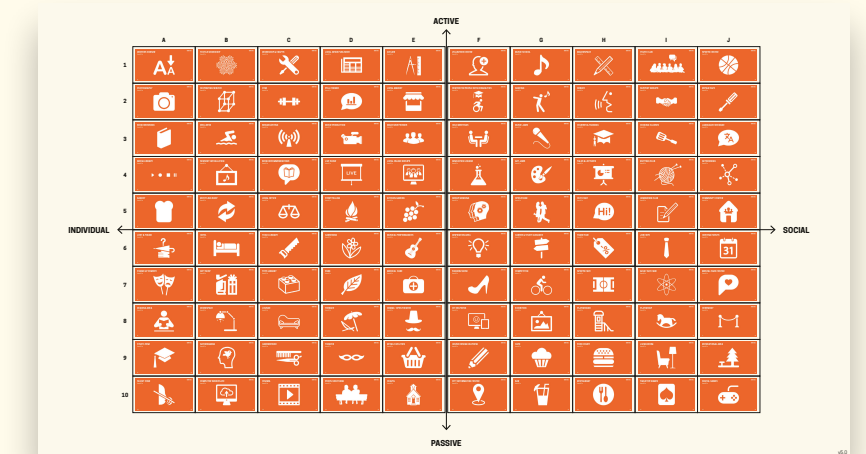
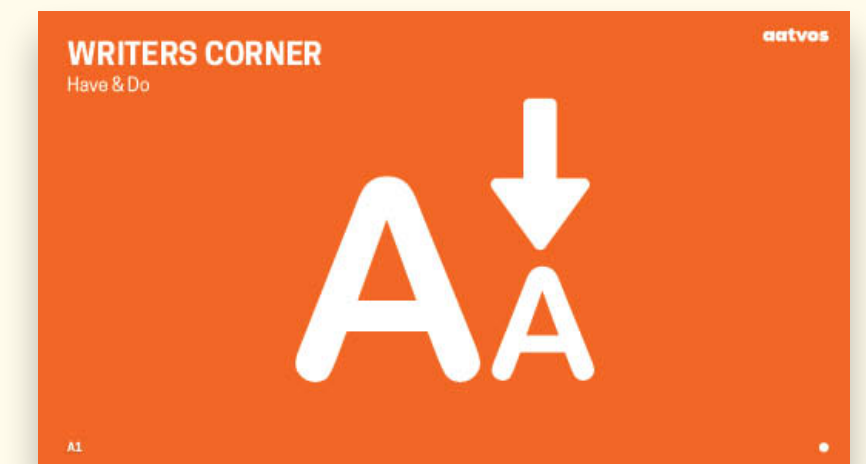
This set has 100 cards that represent a wide range of Have & Do. These can be part of the experience in the new situation or in the new space.

The images are representations of an idea. If and how these can or will be part of the new space depends on all kinds of things. Things like the location, the amount of space or the budget.

But that is not important now. What matters now is:

## What Have & Do's would you like?

(After playing the game) you can use the A3 matrix to interpret the selection of the cards.

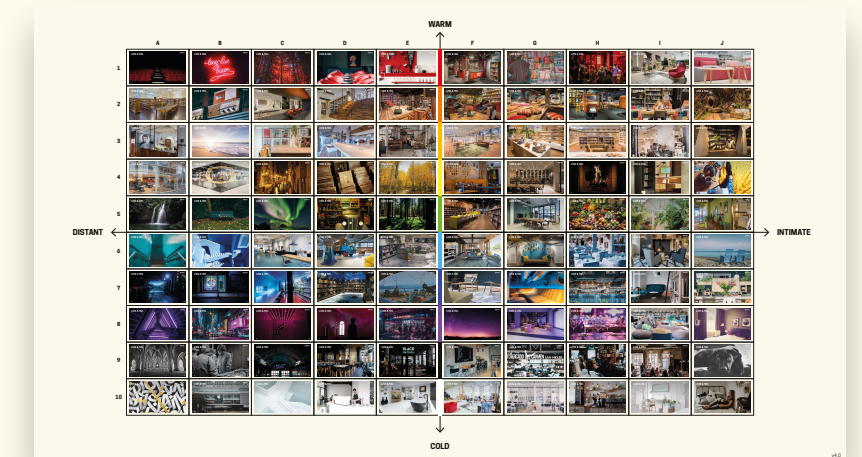


# ROUND 3: PHOTO CARDS

This set has 100 cards that represent a wide range of different atmospheres. These can be part of the experience, the look and feel in the new situation or in the new space. The images are representations of an idea. If and how these can or will be part of the new, depends on all kinds of things. Things like the location, the amount of space or the budget. But that is not important now. The question now is:

## **What atmosphere would you like in the new space?**

(After playing the game) you can use the A3 matrix to interpret the selection of the cards.





# STEP 4: WHEN DONE COLLECT & DELIVER

# REFERENCE: PARTICIPANT CATEGORIES

The category the group belongs to:

- A. Toddlers (around 0-8)
- B. Kids (around 7-12)
- C. Youth (around 12-20)
- D. Young people (around 19-27)
- E. Millennials (around 25-35)
- F. Parents (around 25-40)
- G. Forties (around 35-45)
- H. Fifties (around 45-60)
- I. Seniors (around 65+)

# 1. PROCESSING THE ANSWERS TO QUESTIONS

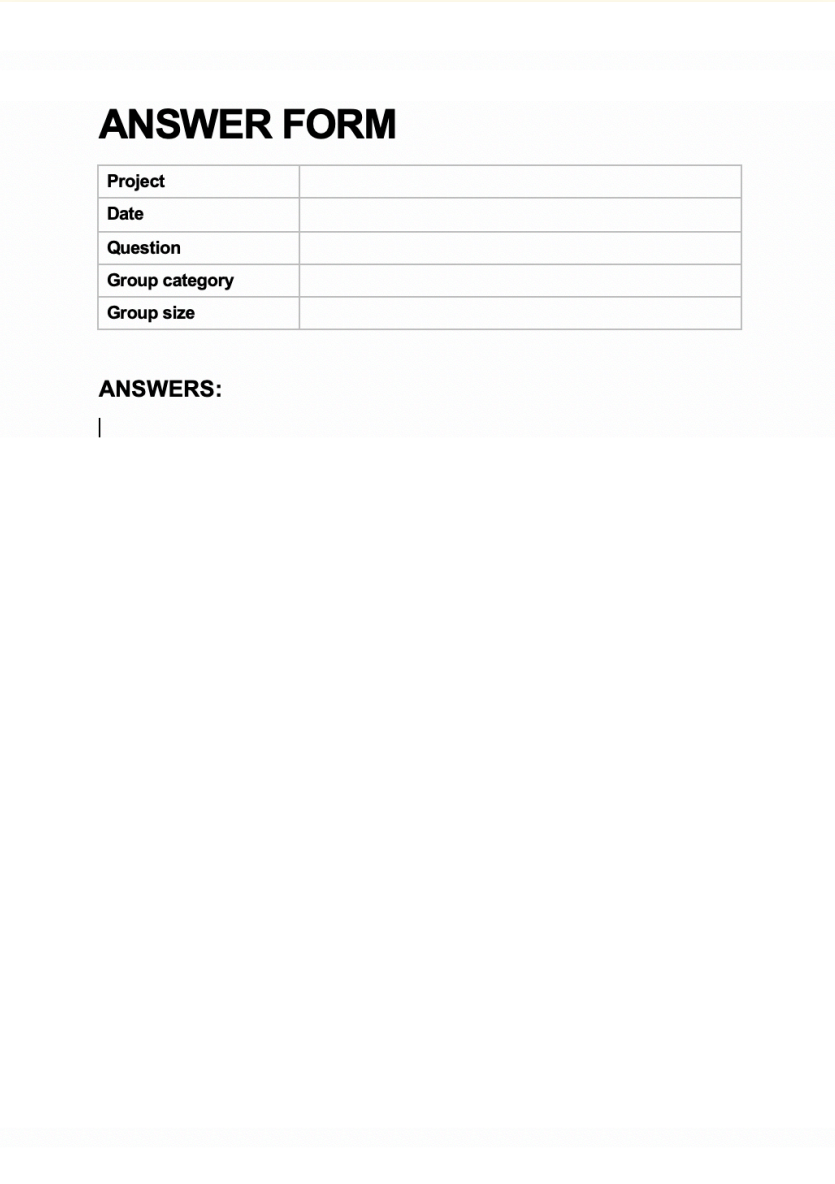
Please use the Word template that comes with this document to process the answers to each question.

- QUES-<YYYYMMDD>-<QUESTION>-<GROUP>-<NUMBER>.docx

Start by filling in the table:

- **Project:** The project name, city.
- **Date:** The date when the form has been filled in in the format YYYYMMDD
- **Question:** The number and the question asked.
- **Group category:** The category (A to I) of the participants (see previous slide)
- **Group size:** Number of participants.

Next, type the individual words to create a list. If a word is used more often, note its use every single time.



**ANSWER FORM**

Project	
Date	
Question	
Group category	
Group size	

**ANSWERS:**

|

## 2. PROCESSING THE CARD GAMES

Please process the answers of the card games by taking a picture of both games. For every selection of 12 images the participants chose you take one photo.

In the end you should have two photos.

Use the following naming:

- QUES-<YYYYMMDD>-LOOKFEEL-<GROUP>-<NUMBER>.jpg
- QUES-<YYYYMMDD>-Have & Do-<GROUP>-<NUMBER>.jpg

To determine the age-group of the participants, add a sticky stating the category A to I (see reference slide) and the group size before taking a picture. You take one separate photo for every selection of 12 images the participants chose. In the end you should have two photos.



## 3. SEND

If you would like to contribute to a larger and multiyear study about the user needs of library users throughout Europe, we would really appreciate if you could make the answers available to us. We process this input in a strictly anonymous way and can therefore help you improve the services for your customers in the future.

In case you wish to support this research, please send your answers to: [cards@aatvos.com](mailto:cards@aatvos.com)

Do you have any questions?

Then call aatvos on +31 6 1548 1797



# CREDIT

Results of the card games will be processed as part of the Design Workshop.

Concept & Development:  
aatvos

twitter @aatvos  
www.aatvos.com  
#3rd4all