# ProductCamp DC Notes

The Footsteps Method with Bill Reid, NPDP
January 13, 2022

## Notes

[Write down any notes here to share with others.]

Why do products fail? Most likely because your product team failed to understand the hidden customer and user journeys in depth.

- What is the Footsteps method?
The Footsteps method is a way to research and understand your customer and users journeys.

- Why would I need it?

  Product managers and developers need to uncover the hidden customer and user experience and behavior.

  Need to understand not just demographics, but also psychographics.

- How can I implement it? How can I collect the information I need?

  Bill covered a method for storyboarding which consists of eight steps. The steps do not have to be done in the same order.

- Who else should be involved?
PMs don't always have access to the end users or customers. It helps to have access to an organization that can conduct this type of research.

## The Storyboard Artist

The Story Spine by Emma Coats is described in 6 Rules of Great Storytelling (As Told by Pixar).
https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc6ae225f50

Use the IBKR (Imagine, Believe, Know, Reason) model at each step.

Apply
P - Pain Points and Potholes
I - Inhibitors and Influencers
E- Enablers and Exciters

Identify pain points and potholes, inhibitors and influencers and enablers and exciters,

Step 1 The Protagonist

Step 2 The Plot Line

Step 3 The Scene & Setting

Step 4 The Conflict

Step 5 The Deuteragonist and Tertiary Characters
Deuteragonists are influencers to your customers.

Step 6 The Antagonist
- Not your competition
- Intentionally creates barriers

Step 7 The Secondary Character
- Your company
- The competition
- The ideal state

Step 8 The One Day…

Apply the IBKR lenses.

    I - Imagine
    B- Believe
    K - Know
    R- Reason

Identify data gaps

Create a story that describes your customer and user steps in different situations.
Use the plots to build your customer and users journeys.

Use must haves, nice to haves and delighters to prioritize.

If you have any questions on how to use this method, contact:

    Bill Reid
    billr@wheelsareturning.com
    www.wheelsareturning.com
    linkedin.com/in/woreid

## Handout
Grab your copy of the Footsteps Template, courtesy of Bill Reid at Immersed

## References

[List any references here.]
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## Next Session

### Business Ideation Made Simple
February 2022 ProductCamp DC
Speaker: Hector Del Castillo, Founder, BoldPM
📅 Thursday, February 10, 2022 | 🕐 5:00 PM - 6:30 PM ET
👉 https://bit.ly/pcdc0222

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👉 https://bit.ly/pcdccall

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## Contributors

[Give yourself credit here for adding notes so your colleagues can thank you]
- Hector Del Castillo, https://linkd.in/hdelcastillo

## Abstract

Have you ever developed a new product, just to have it fall flat on its face in the marketplace?

Over the course of my career, I've worked on hundreds of complex systems at all levels from front end innovation through sustaining engineering and end of life support. I've been involved with

products that have been a huge success and I've been involved with others that never seemed to take off commercially.

The frustration with the products that failed was amplified when the product itself was extremely sound from a technical, functional and performance standpoint. Typically, I've found that these failures were tied to some unexpected user journey that had not been considered by the development team.

During this discussion, participants will walk through a one-page tool designed to help them better understand the user experience and to intentionally seek out these unexpected journeys that can prevent the product from being successful. This tool is designed to be used by product people who are developing products, services, or experiences for their customers. Attendees will also be provided with a copy of the mapping tool for their own use.

## Speaker



## Bill Reid, Founder, Immersed

Bill has over 30 years of experience working in all phases of product development and helping companies bring new products to the market. Bill's career incorporates experience with large multi-national companies including Ford, General Electric, General Motors and Covidien. Furthermore, Bill has extensive experience with companies as small as single entrepreneur start-up ventures. Throughout his career, Bill has found enjoyment in being able to teach others about innovation methods.

Bill is a certified New Product Development Professional through PDMA with degrees in mechanical engineering and aerospace engineering. Bill is named as the inventor or inventor on 22 US patents. Bill's passion for innovation and creativeness extends beyond the workplace to his hobbies where he is an award-winning homebrewer who has had a beer featured at the Great American Beer Festival.