



# Making Products and Marketing More

# HUMAN

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putting people first to build marketing value



# Humanize Products From the Inside Out

**Silicon Valley Product Management Association**

**Workshop May 18, 2013**



# About Kathy Klotz-Guest

## Storyteller and Marketer

- ✓ Values play, simplicity, and human-speak in business
- ✓ 20 years high-tech marketing / communications strategy and comedy
- ✓ Founding Sr. Fellow, new media think tank (sn-cr.org)
- ✓ MA Stanford University, MBA UC Berkeley



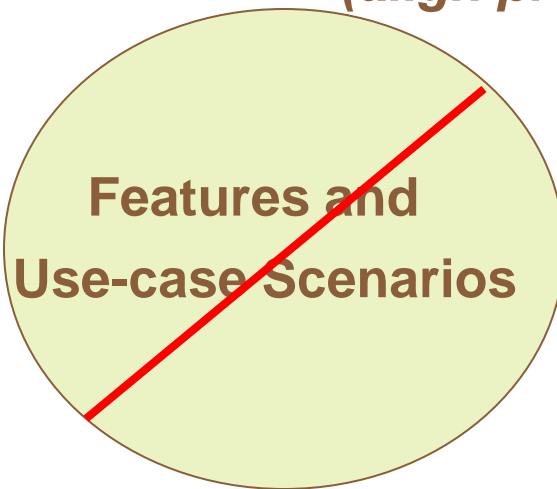
*Psst...I'm the one  
On the right;-)*



# Welcome!

**Stories during design and after product creation should be consistent**

*(align product and marketing)*



# All Great Products...

Have a solid 'Why' and great stories



# Without a Great Why...



Google wave



AOL



# Human-Focus of 'Why'

- Solve a challenge
- Create new opportunity
- Make life better

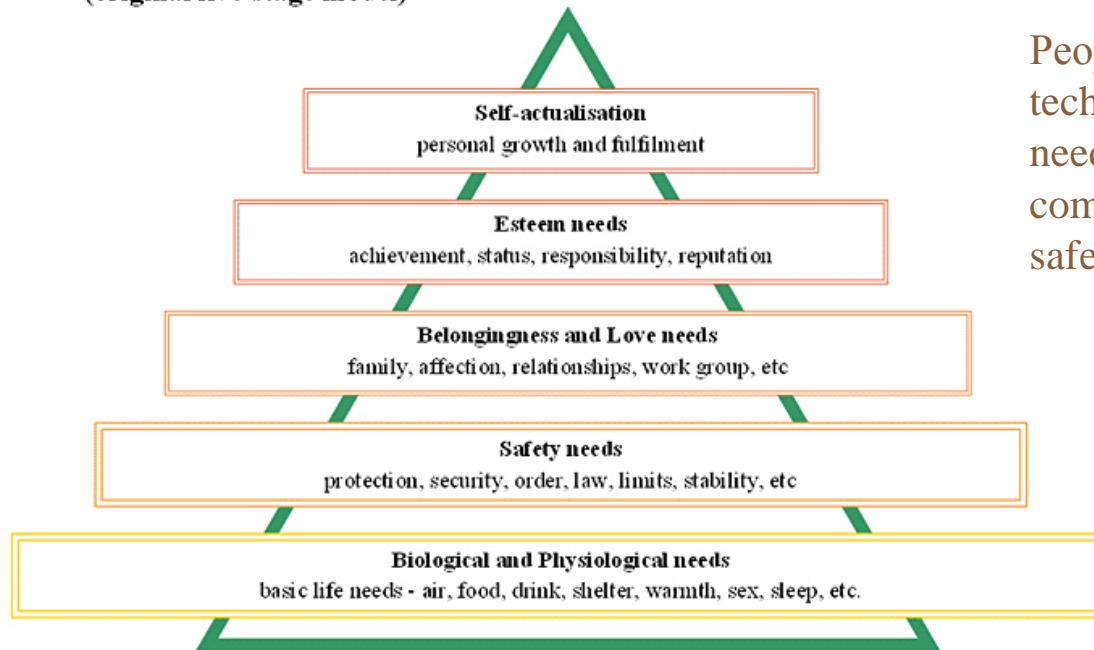


Serve a *human* need that is *\*not\** about buying your stuff!



# Always a Human Need

Maslow's Hierarchy of Needs  
(original five-stage model)



People don't *need* technology. They have needs for belonging, community, connection, safety, security, control.

© alan chapman 2001-4, based on [Maslow's Hierarchy of Needs](#)

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# Human Focus Starts with *Empathy*

*(both b2b and b2c – same process)*

- What is the impact of my product on customer?
- How does it fit into customers' lives?
- What's their 'story?' (hopes, needs, etc)

**Remember: technology changes, humans don't!**



# Exercise (pairs)

**Interview partner about their last trip-booking experience. What worked / what didn't? Why?**

**Part 2: Dig Deeper! Get to *emotions, motivations*  
*If you think you hit on something – go deeper.*  
*Things you found interesting – ask about those.***



# Exercise (Pairs) 8 Min.

- What were the big a-ha's that would affect design?
- What is the human need of your customer?
- Use these to write a problem statement (short and specific)
- Come up with 5 ways to meet user's needs (not features)



# Marketing with Stories



*Stories in the design process help align the story marketing tells*



# Stories Cut Through Clutter

*Every 2 days, we create as much information as existed from all of human history up to 2003*

– Eric Schmidt, former CEO, Google



# Stories Scale

**Stories are remembered up to 22X more than facts alone.** - *Stanford University GSB*

*Human are storytelling animals*



# Buyer's Journey Has Changed

*Buyers are 67% to 90% through their journey by the time they contact the vendor - Forrester, Oct 2012*

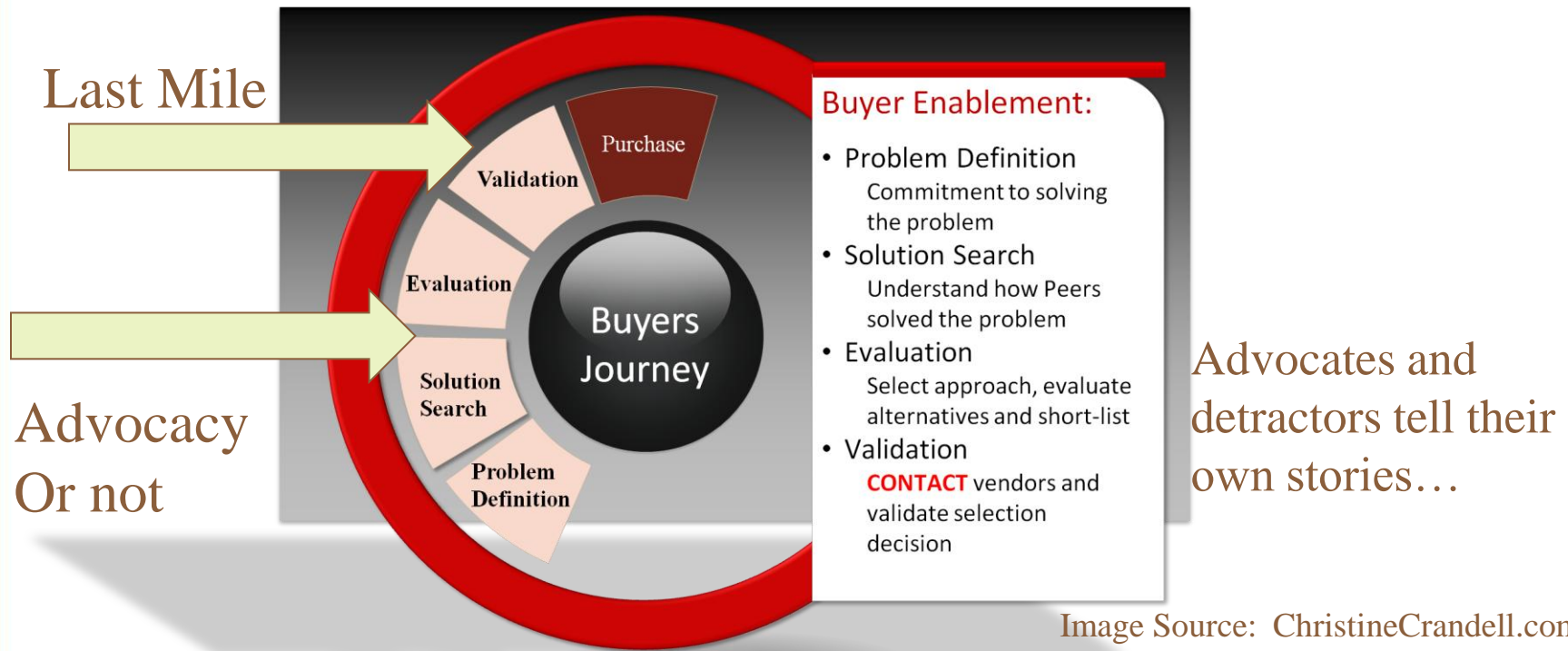


Image Source: ChristineCrandell.com  
NBS Consulting Group ©2011





# Stories, Not “Messaging!”

image source: VW.com





# The Key to a *Great* Story...

## Change!

- How are customers better off because of the product?
- Facts are content; story is needed emotional context
- Paint a vision of what could be



# Storytelling Model

## (b2b and b2c)

- Once upon a time, <name: ex, customer Bob - hero/protagonist> was.....
- And every day, Bob did 'X'...<or didn't do X because he didn't have your product – this is the conflict or problem the customer faces>
- Until one day, Bob discovered <your product / service is solution /climax>
- And because of this, Bob can <can be a fact – resolution/benefit X>...
- And because of this, Bob received <can be fact – resolution/benefit Y>...
- And ever since that day, Bob uses <your product / service> because it allows him (big human need/change: freedom, access, more time, saved money leads to internal enhanced reputation, control, security, etc.)



# The Model...A Starting Point

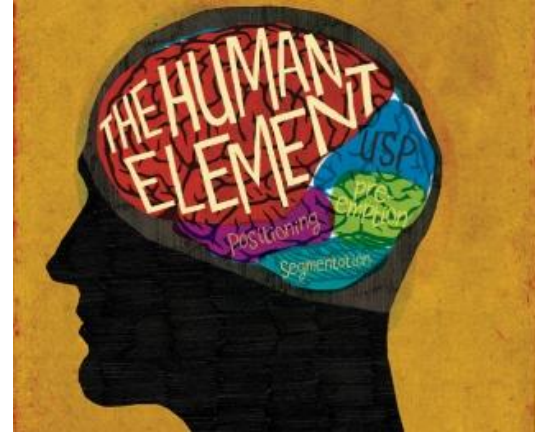
## *Every story (b2b and b2c) needs*

- Character, conflict, climax, resolution, and change
- Your language: ‘Once upon a time’ is merely a framing device moving through ‘what happens next?’ towards resolution



HUMANIZE!

# Conclusion



- **Develop a story of customer before design**
  - Empathy and story drive design
- **Aligns product and marketing**
  - You know marketing ‘story of change’ you need to tell





**Thank You for  
'Keeping it Human'  
with me!**

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**Sign up for my newsletter at  
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**Marketer to the "Human" Kind**

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