

## Scorecard on Contextual Inquiry

- How well do you currently understand the daily routines and environments in which your customers use your products or services?
- Have you actively engaged with customers in their natural settings to observe their behaviors and challenges firsthand?
- Do you regularly integrate insights from contextual inquiries into your product development process?
- How often do you collaborate with customers to refine your understanding of their needs and preferences?
- How effectively do you establish trust and empathy with your customers during the research and development phases?
- Are you open to adapting your product based on feedback gained through contextual inquiries?
- To what extent does your business model embrace iterative learning and continuous improvement based on customer feedback?
- How often do you update your products or services based on insights gathered from contextual inquiries?
- Can you identify specific instances where insights from contextual inquiry have led to significant improvements or innovations in your offerings?
- How do you track the impact of contextual inquiry on enhancing customer satisfaction and loyalty?
- How do you envision integrating contextual inquiry as a core strategy in your future product development and customer engagement efforts?
- How proactive are you in engaging customers directly to understand their experiences and challenges?
- Do you involve customers in co-creating solutions or features based on insights gained from contextual inquiries?
- Rate your ability to uncover deep-seated customer needs and motivations through contextual inquiry.

- How well do you translate observational data into actionable insights that inform your business decisions?
- To what extent does your team prioritize empathy with customers during the design and development of products or services?
- How do you ensure that customer perspectives gathered through contextual inquiry are effectively communicated across your organization?
- How closely aligned are your contextual inquiry efforts with your overall business goals and strategic objectives?
- Are there specific metrics or KPIs you use to measure the success of contextual inquiry in achieving business outcomes?
- Describe how your company fosters a culture of continuous improvement based on insights derived from contextual inquiry.
- What mechanisms do you have in place to ensure that learnings from contextual inquiries are integrated into ongoing product enhancements?
- Reflect on a recent challenge your business faced that was addressed or influenced by insights from contextual inquiry.
- How did applying contextual inquiry help you find a solution or innovate a new approach to meet customer needs?