

2.E: Understanding Customer Behaviour (Exercises)

Case study question

1. Why did Argos need to use software for this campaign?
2. What kind of data was important for this campaign, and how was it collected?
3. What can you learn from the campaign's use of big data?

Chapter questions

1. What is behavioural economics?
2. What traps should you avoid when developing a consumer persona?
3. What is the relationship between a consumer experience map that maps your customers' entire journey, and an experience map used in the user experience design discipline?

Further reading

This presentation offers a good summary of the key topics and ideas within behavioural economics:
www.slideshare.net/philipdemeulemeester/behavioural-economics-in

Eisenberg, B. and Eisenberg, J., 2006. Waiting for Your Cat to Bark Persuading Customers When They Ignore Marketing

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