

Objective

To understand how the current portfolio helps the sales department to communicate with their clients and make improvements based on their needs

Hypotheses to validate

1. Main painpoint is outdated websites
2. Main tool to find website reference

Methods

Discovery/ Qualitative

Interview: 30 minutes

Surveys

Participate

6-10 participate from the sales department:

3 SDRs

3 AES

Interview Questions

1. How long have you been working at Avenue? How would you describe the role of your position?
2. Can you go through your process for finding a site for a client?
3. How do you currently display/showcase our products to a client?
4. How often do you use the portfolio to sell/close your client?
5. How do you extract the info from the client > finding the right site?
6. What questions do you ask the client when scoping out their taste.
7. What do you use the portfolio for?
8. What are some of the pros and cons about our portfolio?

Gather Insights

Affinity diagram

How Might we