

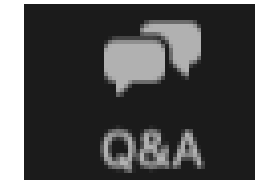
Using AI to Discover and Address Customer Needs

Lavaneesh Gautam

06 Nov 2025

Quick Guidelines

- Your microphones will be muted throughout
- This session is recorded. The recording and slides will be available after the webinar within 24 hours.
- Please ask questions!
 - Submit questions by selecting the Q & A icon:



Who is Scrum.org

Mission:
***Helping People and
Teams Solve
Complex Problems***



Ken Schwaber
Scrum.org Founder,
Chairman and
Co-creator of Scrum





ABOUT ME

MISSION

Helping People AND Teams
Delivering Great Outcomes

WHAT I DO



Product Leader &
Founder



WHAT ARE CUSTOMER NEEDS?



Customers don't buy features — they seek progress in their lives or work.



Customer Needs

Pain



01

"10-minute workout library"

Customer Need: Pain of lack of time for long workouts

Gain



02

"Daily streaks & progress tracker"

Customer Need: Gain of motivation and pride

Jobs-To-Be-Done



03

"AI-based workout recommendations"

Customer Need: Supports functional job by reducing decision fatigue

Why Understanding Customer Needs Matters

Identifying the why behind the request allows teams to solve the real problem, not just its symptom



The customer sits at the centre of every decision we make.

The Preferred Stances of a Product Owner



Inspired by characters designed by Robbin Schuurman, The Value Maximizers



AI helps you move faster — but
knowing where to go still takes
human judgment



USE CASE #1 ANALYSING OPEN- ENDED FEEDBACK AT SCALE



AI-Powered Text-Analytics

Customer feedback is a goldmine, but most teams are too busy to dig.
AI can help.



Surveys
Responses



Customer
Reviews



Customer
Support Tickets



Improve student engagement and course completion for an e-learning platform



Challenge

Thousands of survey comments and support tickets — but no clarity on why students drop out.

Team assumed content was the issue.



What We Did (with AI)

Used NLP tools (MonkeyLearn, Thematic) to analyse 20,000+ student comments and surface recurring themes.



Key Insight

“Navigation confusion” was mentioned 30× more often than “content quality.”

Real customer need: Simpler, clearer navigation.



Impact

Redesigned onboarding flow → +20% course completions

USE CASE #2 DETECTING HIDDEN EMOTIONS AND FRUSTRATIONS



AI-Powered Conversation-Analytics

AI doesn't replace human empathy — it amplifies it by revealing what's hidden in every conversation.



Call
Transcripts



Chat
Interactions



Improve customer experience during loan applications in a bank.



Challenge

Thousands of call transcripts but little understanding of how customers actually felt.

High repeat-call rate suggested hidden frustration or anxiety.



What We Did (with AI)

Used CallMiner to analyse emotional tone and key phrases across support calls. Flagged recurring signals like “I’m not sure what’s happening now” and “Can you explain again?”



Key Insight

Customers weren’t upset about loan terms — they were anxious about not knowing their progress.
Need uncovered: Reassurance and transparency during the loan process.



Impact

Redesigned the application tracker and trained agents to communicate each step clearly.
→ -22% repeat calls and +15% customer satisfaction within 4 months.

AI-POWERED PROTOTYPING FOR FASTER VALIDATION





Learn Fast: Rapidly test and validate design ideas



Challenge

Prototyping and validation used to take weeks — designers built manually, then waited for user feedback.

Teams needed a faster way to create, test, and refine prototypes.



What We Did (with AI)

Used tools like Bolt.new/Lovable (AI prototyping platforms) to instantly generate interactive product mock-ups from written prompts.

AI created multiple design variations and simulated early user flows for testing



Key Insight

Rapid AI prototyping helped uncover what customers actually valued — speed, simplicity, and immediate clarity — rather than the extra features the team originally planned.



Impact

Faster learning cycles, clearer priorities, and higher confidence in what truly matters to users.

Prototyping Prompt - Example

I am a Product Owner at an Insurance company, and I want to design a Customer Dashboard web app where customers can easily view and manage their insurance policies.

The dashboard should allow users to:

- View all their active and expired policies (auto, health, home, etc.) in a clean card layout.
- See policy details such as coverage amount, premium, renewal date, and claim status.
- Download policy documents (PDFs).
- Get alerts for upcoming renewals or payments due.
- Quickly contact customer support or their assigned agent.

Design guidelines:

- Clean, modern UI with a professional insurance brand feel (blue/white colour scheme).
- Include a sidebar for navigation: Dashboard | Policies | Claims | Payments | Profile.
- Add a header with the user name, notifications, and a logout button
- Add a summary section at the top showing total policies, active claims, and next renewal due.
- Prioritise clarity and trustworthiness — this is for customers who value transparency in managing their policies.
- Include sample dummy data for 2–3 insurance policies to make the dashboard functional for demonstration.

Anatomy of an Effective Prompt

Good-practice prompt structure

1. **Role / Perspective:** “You are a senior Product Strategist at a B2B fintech company.”
2. **Goal / Intent:** “Your task is to assess a new feature’s business impact.”
3. **Context / Facts:** “We serve mid-market clients; last quarter churn rose by 5%.”
4. **Task & Output Format:** “Summarize key insights in a 5-row table.”
5. **Constraints & Tone:** “Keep it under 150 words. Executive tone.”
6. **Quality Criteria:** “Check for clarity, relevance, and no repetition.”
7. **Iteration Hook:** “Ask clarifying questions before you answer.”





 Dashboard

 Policies

 Claims

 Payments

 Profile

Active Policies

0



Active Claims

0



Next Renewal

N/A



Active Policies

No active policies found

Need Assistance?



Call Support
1-800-SECURE-LIFE



Email Support
support@securelife.com



Live Chat
Available 24/7

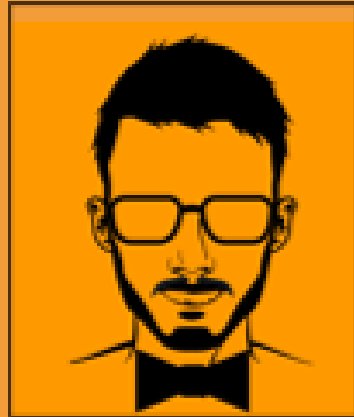
USE CASE 5 — AI-CREATED PROTO-PERSONAS



AI-Powered Proto-Personas



Proto-persona: A lightweight, fast activity to build shared understanding across your team of who you believe your customer/user is.

Jaume  1st time car buyer	Some disposable income Tech-savvy Early adopter Has lots of friends Thinks he's cool Wants to impress his girlfriend
Wants to own the latest tech/gadgets Can't afford the latest tech/gadgets Needs a car that will get him from Point A to Point B and impress his friends The entry-level car market is flooded with options that fit his budget but not his need to impress	



Quickly generate data-informed proto-personas to guide discovery and product decisions



Challenge

Product Teams often spend a good time crafting personas based on limited data or assumptions.



What We Did (with AI)

Used AI tools like ChatGPT, Notably, or Miro AI to analyse existing data – surveys, NPS comments, CRM records, and interview notes.

AI grouped recurring patterns (goals, pain points, motivations) and generated draft proto-personas.



Key Insight

Pro-Personas created were focused on needs rather than demographics. e.g “Efficiency Seekers” – users focused on saving time and minimising steps.

“Confidence Builders” – users who valued guidance and reassurance before acting.



Impact

Created usable proto-personas within a few hours. Teams used them to focus discovery interviews, prioritise value propositions, and align product direction earlier.

Few More Useful Usecases



Building/ Enhancing
Customer Journey
Maps



Predictive
Analysis



AI-Assisted
Hypothesis
Generation

And many more.....

Questions

Connect with the Scrum.org community



Forums
Scrum.org



X
@scrumdotorg



LinkedIn
LinkedIn.com/
company/
Scrum-org



Facebook
Facebook.com
/Scrum.org



RSS
Scrum.org/RSS



YouTube
@ScrumOrg



Scrum.org | Blog

Insights from the Scrum.org Community of experts

SCRUM PULSE



WEBCAST

Thank you!