

# Features, who cares? It's the benefits that count

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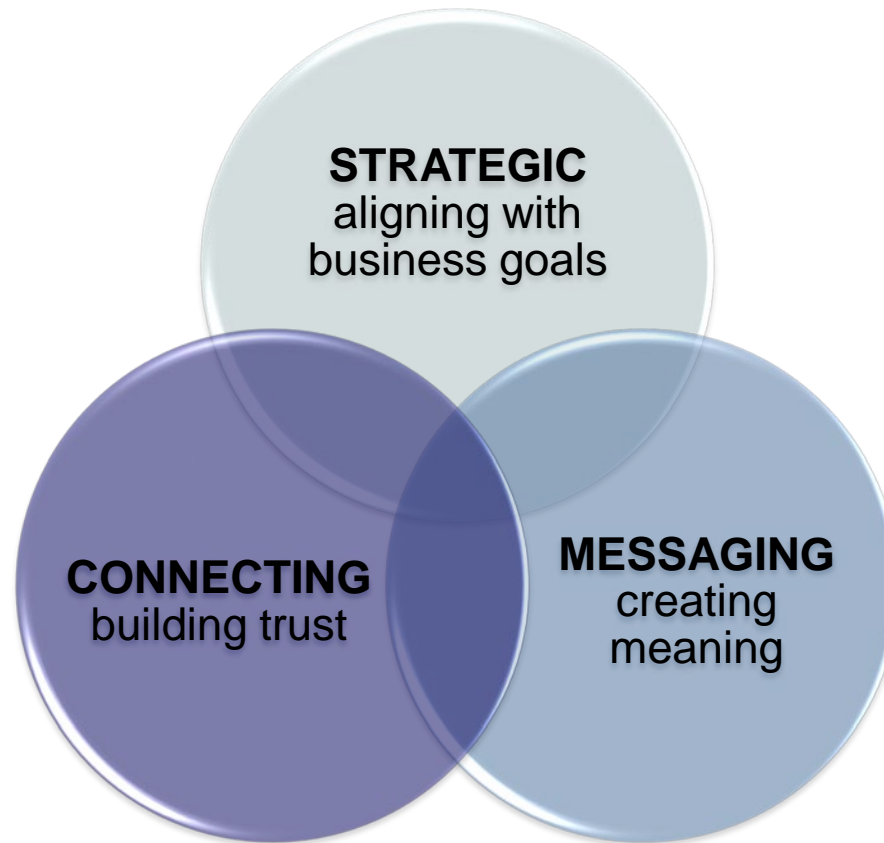
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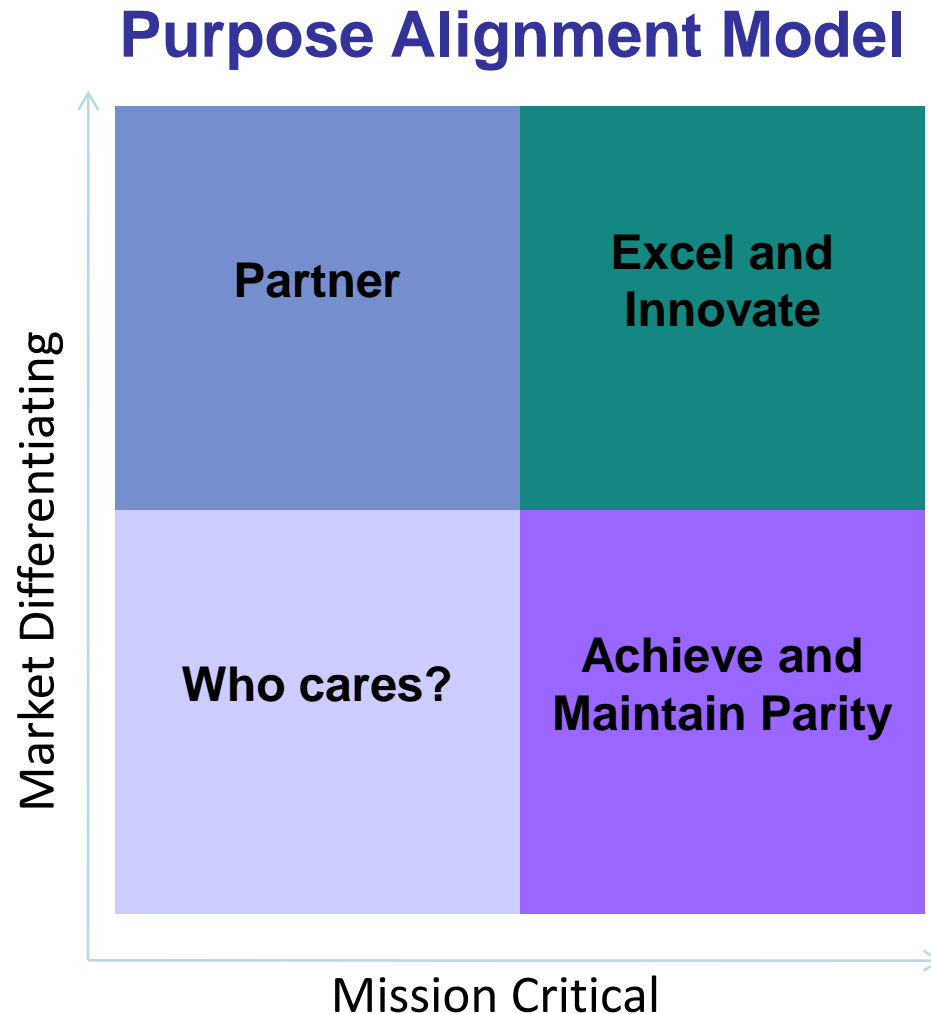
What are the benefits of  
your mobile phone?



# 3 key areas around benefit communications

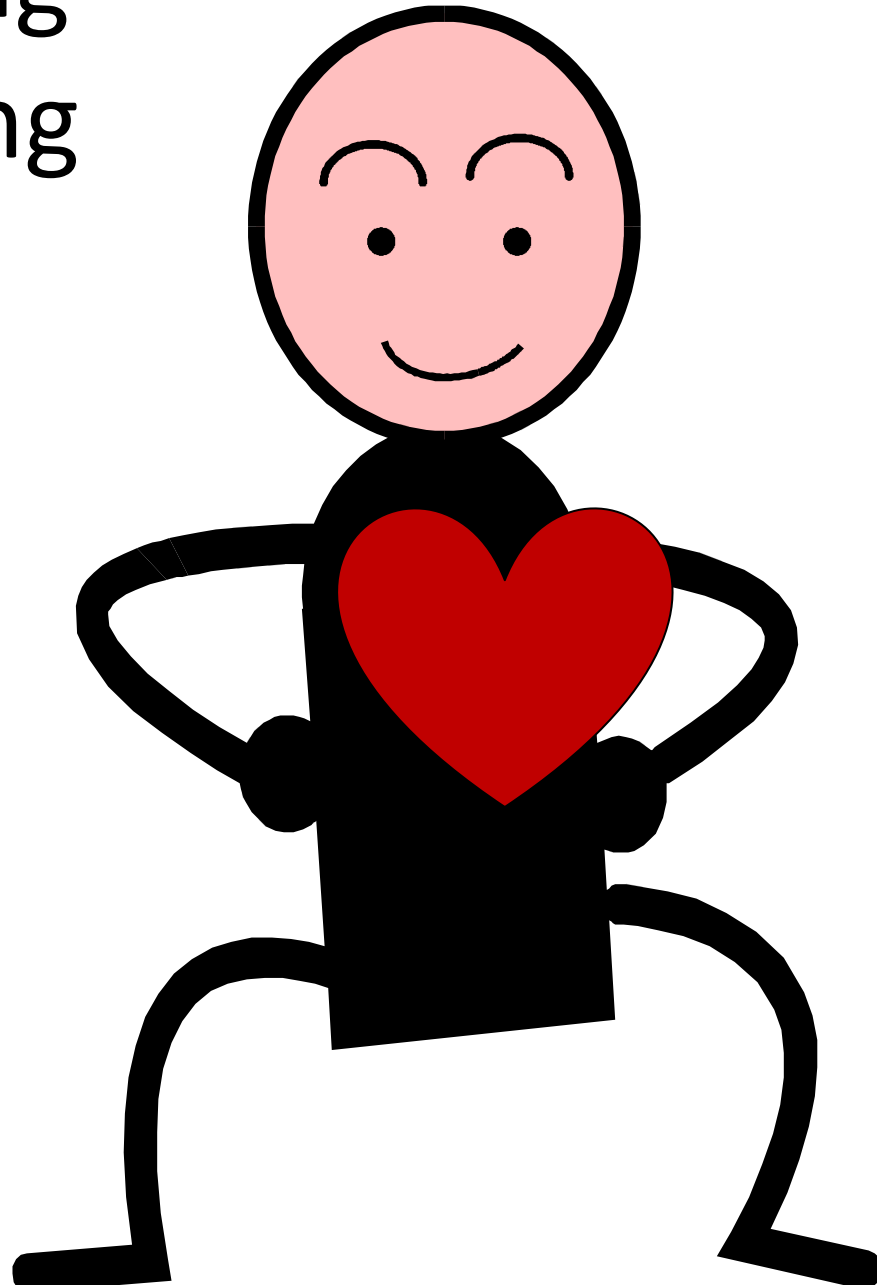


# Aligning with business goals





# Creating Meaning





**“People don’t want to buy a quarter-inch drill. They want a quarter-inch hole.”**

*Theodore Levitt*

# **But...**

**What is the purpose of this quarter-inch hole?**

**What does the person plan to do with it?**

**And, what's the end-result the person wants to achieve with it?**

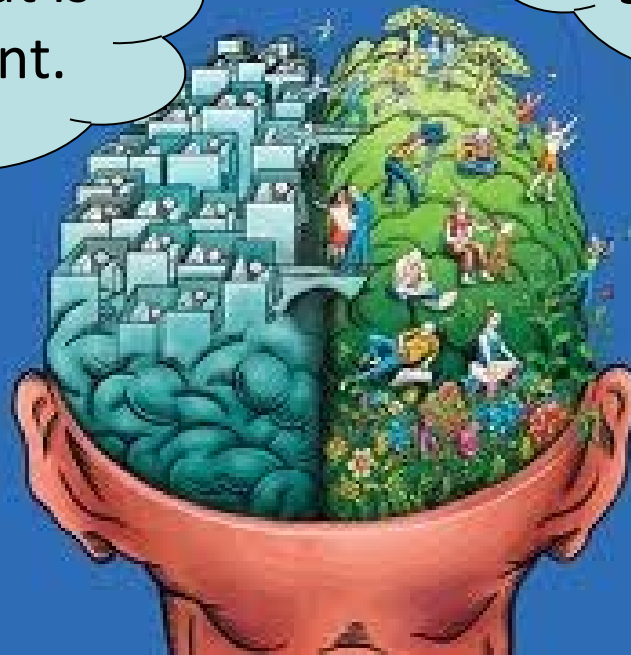
# Features vs. benefits: what's the difference?

## **FEATURE**

a characteristic that is special or important.

## **BENEFIT**

an advantage that is meaningful for your stakeholder.



# Examples

<b>Features</b>	<b>Benefits</b>
Help available 24 hours a day, seven days a week	I can get help when it's convenient for me
Keeps data secure	I don't need to worry about confidentiality issues
Integrates data from multiple systems and presents information using simple-to-view interfaces	Saves me time and hassle and frustration
Report generation is fast and efficient	Saves me time and money
System is easy to learn and use	Saves frustration, time and money
Provides quick overview of all relevant order information	Saves time and allows me to get all the information I need to do my job well – and that makes me feel happy!



# Features & Benefits BINGO!

- Form teams of 2 and choose a BINGO card (one per team).
- Take 5 **YELLOW** tokens and 5 **BLUE** tokens.
- Listen for the BINGO number and the statement which follows. Decide as a team if the statement is a *feature* or a *benefit*.
- Place a **YELLOW** token on the number if the statement is a FEATURE.
- Place a **BLUE** token on the number if the statement is a BENEFIT.
- Once you fill a line in any direction on your BINGO card, shout out "BINGO!"

A close-up photograph of a woman with long, straight brown hair and blue eyes. She is looking slightly to the right with a concerned or thoughtful expression. Her right hand is raised to her forehead, with her fingers spread, as if she is shielding her eyes or feeling a headache. The background is a plain, light-colored wall.

## ***Can it pass the “forehead slap test”?***

### **QUESTIONS TO CONSIDER:**

- **Why would I want this?**
- **What can I do with it?**
- **Why is this one better than the others?**

Question until you have the  
benefit

**So what?**

**What's in it  
for my  
*stakeholder?***

**Why should we *care*  
about it?**

**WHY** do you need/want that?

**What ADVANTAGE does it  
bring?**



# Example of one user story format is a starting point

***As a*** (role/stakeholder/persona),

***I want*** (goal: why is the feature useful);

***So that*** (business value/benefit).



# The “upside-down user story” statement

***We will*** (business value/benefit),

***for our*** (role/stakeholder/persona),

***because we have*** (goal: why is the feature useful).



# Scenarios...

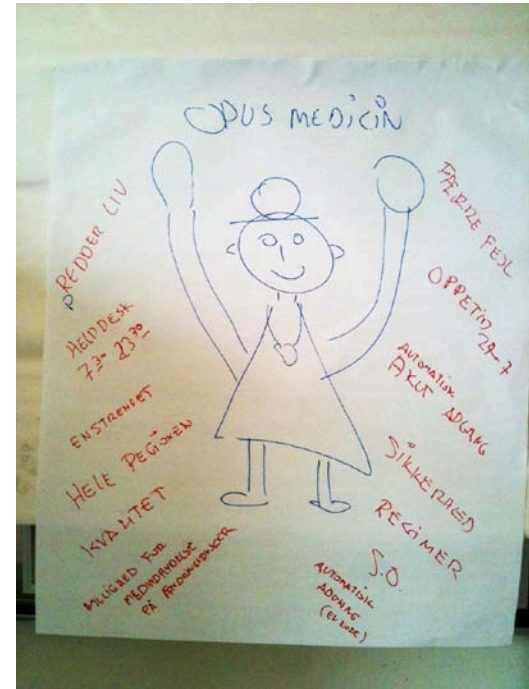
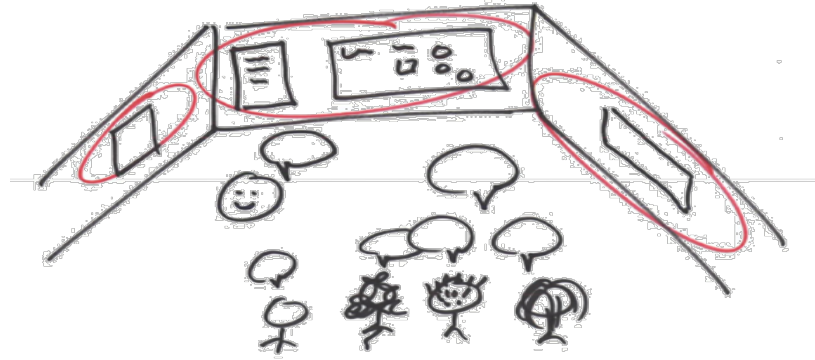
- Get into groups of 4-5
- As a group, come up and choose a scenario to work with. Do it in silence.
- Return to your table and decide who will play the role with the \* by it.
- Now, wait for more information.



# Connecting to build trust



# Make benefits visible



# Suggested reading

Building Strong Brands, Aaker

Brand Management, Harvard Business Review

The Guerrilla Marketing Handbook, Levinson & Godin

Made to Stick, Heath & Heath

Marketing Management, Kotler

Nonviolent Communication, A Language of Life, Rosenberg

Positioning – the Battle for Your Mind, Ries & Trout

Positivity, Frederickson

Selling to Big Companies, Konrath

Selling the Invisible, Beckwith

”Breaking the Project Management Triangle,” Nickolaisen for CIO

[http://www.cio.com.au/article/326540/breaking\\_project\\_management\\_triangle/](http://www.cio.com.au/article/326540/breaking_project_management_triangle/)

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