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Intuit's *Integrated Strategy*



Quicken 98

Products

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6. How much does *Quicken* cost?
7. Is *Quicken* in a young expanding market or a mature, slow growing market? (Can the sales of *Quicken* continue to grow at this pace?)

Intuit's Key Products and Markets

- Quicken
- QuickBooks
- TurboTax

The future of Intuit.....

- "We are remaking Intuit into something very different from what it once was. Today, the company can be viewed in one of two ways – either as a successful established software company with a huge Internet upside, or as a fast-growing Internet company that, unlike most others, already has an established base of customers, a brand name, revenues, and cash flow."

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9. Consider a bad experience that you have had with a product or service – could they have learned from Intuit?

Importance of psychology

- "Consumer adoption is driven much more by an understanding of the customer's psychology than it is by technology. The technology is there.....what's [usually] missing is an understanding of how customers actually think and work in this space and how to build something that gets customers to want to use it."

Scott Cook

Yeltsin, Clinton and Bill Gates were invited to have dinner with God. During dinner God told them "I need three important figures to send my message out to all people. Tomorrow I will destroy the earth".

Yeltsin immediately called together his cabinet and told them "I have two really bad news items for you:

1. God really exists and
2. Tomorrow God will destroy the earth".

Clinton called an Emergency meeting of the Senate and Congress and told them "I have Good news and Bad News:

1. God really does exist;
2. The bad news is tomorrow God's destroying the earth".

Bill Gates went back to Microsoft and happily announced "I have two fantastic announcements:

1. I'm one of the three most important people on earth and
2. The Year 2000 problem is solved".

Empathic Design and User Observation

- Put yourself in the user situation
- Intuit's
“Follow-Me-Home”
- Contextual inquiry