

Customer-Centric Workshop

Understanding Value, Customers, and Marketing

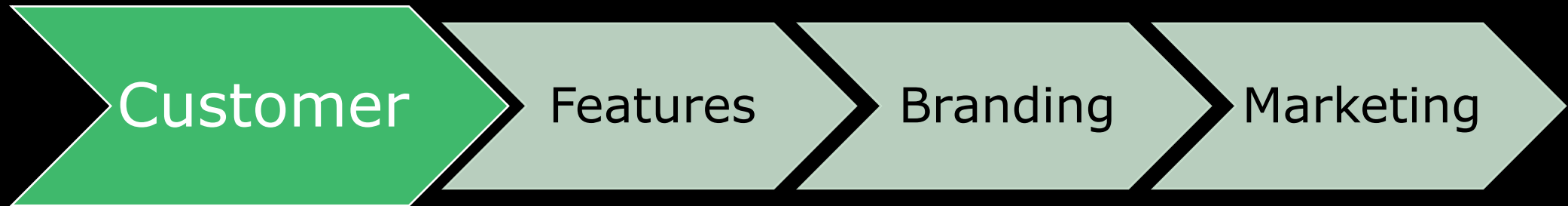
#EngineerYourFit



Customer-Centric Product Design

Start with the customer, not the product.

Design features and marketing with the customer's needs in mind.



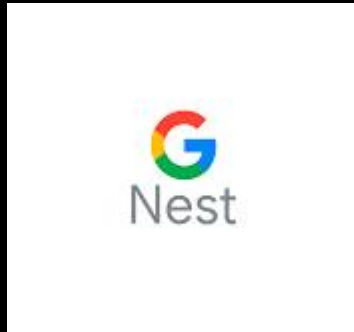


The Value Proposition

- For [target customer], our [product/service] solves [customer problem] by providing [unique benefit].
- **Example:** Dove for women emphasizes natural beauty and self-care.

For women seeking skin care that nurtures and protects, our beauty products provide deep hydration with a focus on natural ingredients and real beauty

Nest Learning Thermostat



The Nest Learning Thermostat is a smart home device that controls heating and cooling systems.

Value Proposition:

- It learns user preferences and adjusts temperature settings automatically to optimize energy efficiency and comfort. It can be controlled remotely via a smartphone app, integrates with other smart home devices, and provides energy usage reports to help users save money and reduce their environmental footprint.
- Its value proposition is convenience, energy savings, and smart home integration, appealing to homeowners looking to reduce energy costs and simplify their lives through automation.

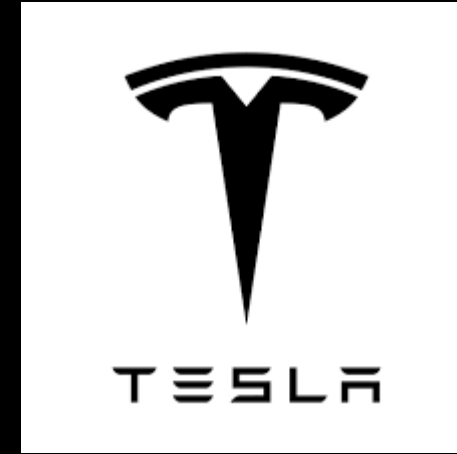
These examples showcase how engineering principles are applied to create innovative products that solve specific problems and offer unique benefits to consumers.

Tesla Model 3

The Tesla Model 3 is an electric sedan designed for the mass market.

Value Proposition:

- It combines cutting-edge electric vehicle technology with sleek design, offering zero-emission driving, advanced autopilot features, and over-the-air software updates for continuous improvement.
- Its value proposition lies in sustainability, performance, and innovation, appealing to environmentally conscious consumers who seek a blend of luxury and technology in their vehicles.



Customer Segmentation & Personas



Define customer groups based on demographics, interests, or behaviours

Create customer personas to tailor your product



Market Segmentation



Geographics

Country
City
Density
Language
Climate
Area
Population



Demographics

Age
Gender
Income
Education
Social Status
Family
Life Stage
Occupation



Psychographics

Lifestyle
AIO: Activity,
Interest, Opinion
Concerns
Personality
Values
Attitudes



Behavioral

Benefits Sought
Purchase
Usage
Intent
Occasion
Buyer Stage
User Status
Life Cycle Stage
Engagement

Personas;

Gives insights into their:

Values and Drivers

'Customer' journey

Messaging

How to reach them

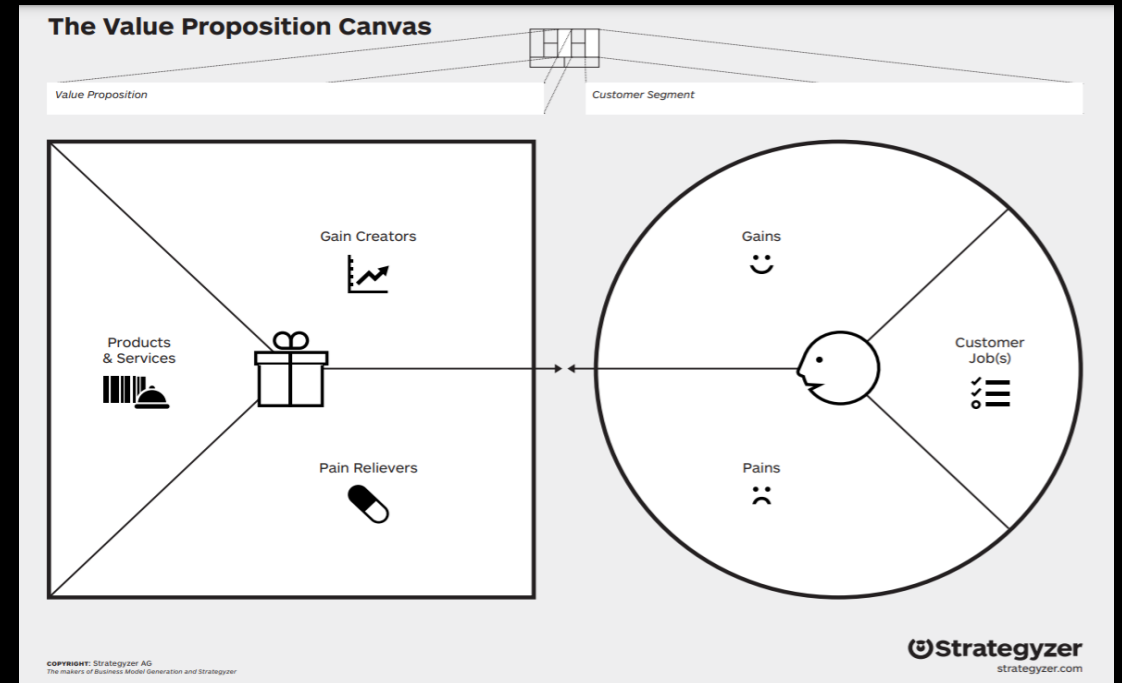
How to convince them

AIO = Activities, Interests, and Opinions

Matching Features to Customer Pains

Product features should directly address customer pain points

Example: An eco-friendly product feature solving environmental concerns



Fit Analysis – Uber Example

Customer Problem	Product features (the Gain Creator)	Linking word to show Fit	Customer Benefits (the Gain)
Get from A to B and they don't have any other method	Uber is a taxi service that allows people to get from one place to another	So that they...	Don't have to walk Don't have to take public transport Can live without their own car etc.
Get from A to B in a city in quickest way	Uber app with the ability to see how close the Uber driver is using real time data	Enables....	... customers to decide whether to use service or not based on real time data
Get from A to B in cheapest most convenient way	Sharing facility available	So that.....	...customers pay a reduced service price for minimal reduction in convenience
Don't have cash but want to pay in advance	Preloaded payment details linked to app	Which allows....	...customer to use service even if they have lost their wallet
Stay safe	Driver rating facility	Allows...	... customer to trust the driver and make a decision about whether to use them or not

Examples of customer-centric innovation:

- Amazon:

Prioritises customer convenience with innovations like one-click ordering, rapid Prime delivery, and personalized product recommendations. They also provide excellent customer service, a hassle-free return process, and tools like Alexa for voice-activated shopping, all built around customer needs.

- Apple:

Apple's customer-centricity is evident in the Genius Bar, which offers personalized tech support, and in their seamless product ecosystem where hardware, software, and services are integrated for an intuitive user experience.

- Spotify:

The music streaming service uses data-driven personalization to create features like "Discover Weekly" and "Daily Mix" playlists, which curate content based on individual user preferences and keep them engaged.



Marketing to Different Customers

- "Tailor your messaging, visuals, and product features to specific customer groups."
- Gender-based branding



Designing for Gender

<https://yourbusinessmatters.co/designing-for-gender/>

Only 15% of our decision-making is conscious, and 85% is subconscious.
And...men and women react differently to those subconscious messages. We can use design to take advantage of that



Geometric design
Dark colours
Block font
Capitals used
Benefit Obvious



Softer design
Lighter colours
Lower case font
Flowing, rounded design
More detail

- Business Model Canvas

Business and Sustainability Model				
Product Name:			Date:	Version:
Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	
Environmental Impact			Societal Impact	
Affected Stakeholders		Other Notes and Comments (e.g. safety, cyber security, risk, relevant SDGs, competitors, ethics, responsibility, legislation)		



Key Takeaways

Focus on your customer's needs.

Make sure your value proposition is clear.

Design features that solve real problems.

Tailor your marketing to your target audience.

Your mission – Product in a Box!

Choose Product

Come up with a Product (5 minutes)

- Objective: You are tasked with creating your own idea/innovation and package it in a box in order to sell it.
- Pick an idea fast without overthinking, so you can move on to refining it. Quickly brainstorm.

Identify Customer

Identify the User/Customer (5 minutes)

- Objective: Define the target customer who has the problem the product solves.
- Focus: Who is the user (e.g., age, gender, interests)? What are their pain points?
- Tips: Use a clear customer persona, focusing on one key demographic or user type.

Value Proposition

Articulate the Value Proposition (5 minutes)

- Objective: Clearly define the core value of the product to the customer. Market it on the box.
- Focus: What problem does this product solve, and why would someone choose it?
- Tips: Keep it simple and impactful. One or two sentences that sum up the unique benefit.

Develop Features

Develop Features to Match the User's Pains (5 minutes)

- Objective: Define 2-3 main features that solve the customer's problem.
- Focus: These features should be directly tied to the value proposition and user pain points.



Summarise:

You'll be developing a product with your group. Remember, the most important thing is to focus on your customer. Who are they? What problems do they face? How does your product solve these problems?

Final Tip: Keep your value proposition clear, design features that meet your customer's needs, and think about how your branding will appeal to your target market.