

# CUSTOMER MAP

DESIGNED FOR INNOVATION NORWAY GRÜNDERDAGEN (START-UP DAY) IN FØRDE, NORWAY 21.OCTOBER 2014

I'm working on an approach to help companies understand their business from the perspective of their customers.

The Customer Map is a prototype trying to put several different types of approaches into one canvas.

Please get in touch for any feedback, questions or comments: ht@helgetenno.com

## JOB\_TO\_BE\_DONE

What job arises in a customer's life that causes her to hire your product?

|                                   |  |  |
|-----------------------------------|--|--|
| WHEN/WHERE/WHAT...<br>(SITUATION) | I WANT TO / HAVE TO...<br>(MOTIVATION) | IN ORDER TO... (ROOT CAUSE / AMBITION) |
|-----------------------------------|--|--|

WHY I?

WHY II?

WHY III?

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## CUSTOMER DEVELOPMENT

How do we create and develop customers?

### CUSTOMER RELATIONSHIP 7

What types of customer relationships should be established? How do you maintain these relationships?

### CUSTOMER LIFE TIME VALUE 8

How do you measure the value/worth of a customer - over time.

### DISTRIBUTION 9

How can we distribute the solution to new customers?

### CHANNELS AND MEETING PLACES 10

Which channels and meeting places can be used to develop customer loyalty?

### INDIVIDUALIZATION 11

How could individual tailoring of the product increase its value to the customer?

### LONGEVITY AND FREQUENCY 12

What additional value could the customer experience create by being present every day/week/month - not only at the point-of-sale?

### WASTE 13

Are you removing waste - in terms of time, resources, process or friction?

## CUSTOMER STRATEGY

How are we helping our customers?

### OBJECTIVE 14

Using information from the green boxes (1-6) - what do we want to achieve? What do we want our customers to accomplish?

### SCOPE 15

Which customers are most important to you? *It's not all of them.* What differentiates the most important customers from the rest - which assets and abilities do they have?

### ADVANTAGE 16

What is your advantage in regards to these customers and the job they are solving? What makes you especially fit to help customers with this job?

### SAFETY VALVE

In case nobody else questions the idea...

### CHEAP AND GOOD ENOUGH? 17

Are there already cheaper versions of the product in the market that are good enough?

### WOW 18

Does the solution have a wow/x-factor. What is it / what is it missing?

## CUSTOMER VOICE - WHAT JOB ARISES IN MY LIFE THAT CAUSES ME TO HIRE THE PRODUCT?

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## MENTAL MODEL

In case you are launching something into the market which the customer has never seen before. Explain the problem you are solving in a way that lets the customer see the world through your lens (*anticipating that you have first seen it through their*). Write what you are solving AND how you are solving it.

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## ROLE

A job often has a functional, emotional and social role. Discussing the different types help companies see the job in a more detailed way.

|  |  |  |
|--|--|--|
| <b>FUNCTIONAL</b><br>What is the functional role of the job? | <b>EMOTIONAL</b><br>What is the emotional role of the job? | <b>SOCIAL</b><br>What is the social role of the job? |
|--|--|--|

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## CUSTOMER VALUE 5

a. What value's or gains are the job offering/creating for the customer (*financial, health, process, time etc.*)?  
b. How is the product delivering on the different values? (*set the score in the small squares*)

|                  |                  |                  |
|------------------|------------------|------------------|
| CUSTOMER VALUE A | CUSTOMER VALUE B | CUSTOMER VALUE C |
|                  |                  |                  |

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## MOTIVATION FOR USE 6

- Is the product intuitive and simple to use? *Do you need help/a guide in order to understand it?*
- Is the product motivating you to explore or use it? *Are you curious and want to start exploring the product?*
- Is the solution easily accessible - is it easy to find? *(Is it supposed to be simple to find?)*
- Does the product have an added emotional value?
- Does the product have a social aspect that motivates you to use it? *(Does it explicitly or implicitly motivate you to use it through interaction with family, friends or network?)*

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