

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... (SITUATION)	I WANT TO / HAVE TO... (MOTIVATION)	IN ORDER TO... (ROOT CAUSE / AMBITION)
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WHY I?

WHY II?

WHY III?

1

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.

FUNCTIONAL What is the functional role of the job?	EMOTIONAL What is the emotional role of the job?	SOCIAL What is the social role of the job?
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CUSTOMER VALUE

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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5

MOTIVATION FOR USE

- 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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