

What can you do for your Customers?

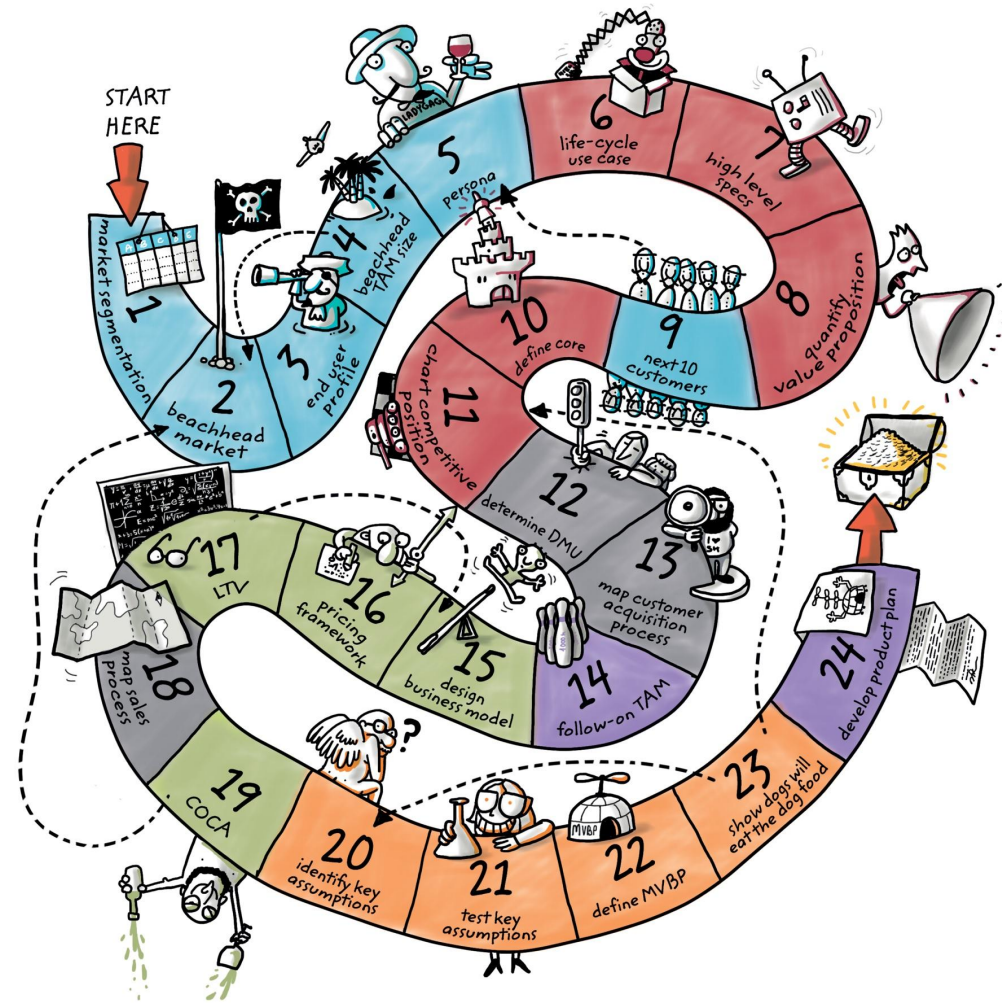
Lecture 3
GSL Peru 2014

Housekeeping

- Attendance is mandatory!
- Will provide feedback to everyone's ideas.

WHAT CAN YOU DO FOR YOUR CUSTOMER?

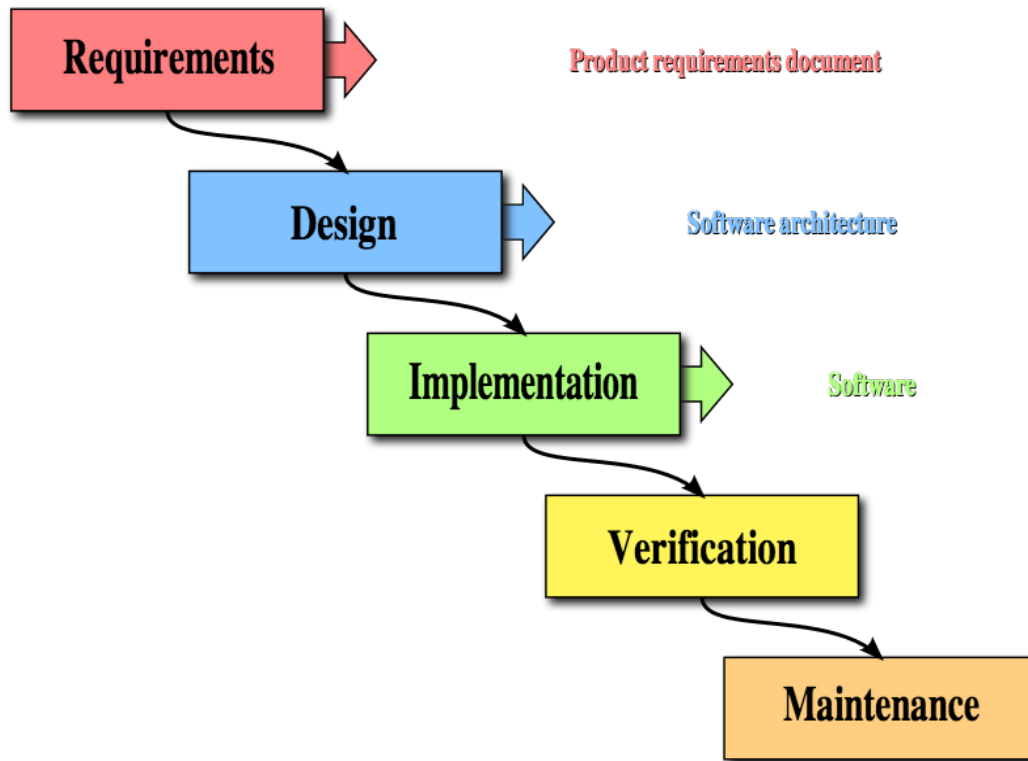
- 6 Full life cycle use case
- 7 High level product specification
- 8 Quantify the value proposition
- 10 Define your core
- 11 Chart your competitive position



Use Cases



Software Development Life Cycle



Use Cases Overview

What are Use Cases?

Use cases are how entities such as your customers interact with the product/system and the value the interaction provides with other entities in the system. In Unified Modeling Language (UML), use case is list of steps, typically defining interactions between a role (an "actor") and a system, to achieve a goal.

Use Cases

- Uses cases should be simple.
- Specifies functionality and behavior.
- Should not be combination of functionalities.
- About interaction
 - not just human, but system
- Do not confuse with Use Scenario or User Stories.

Example

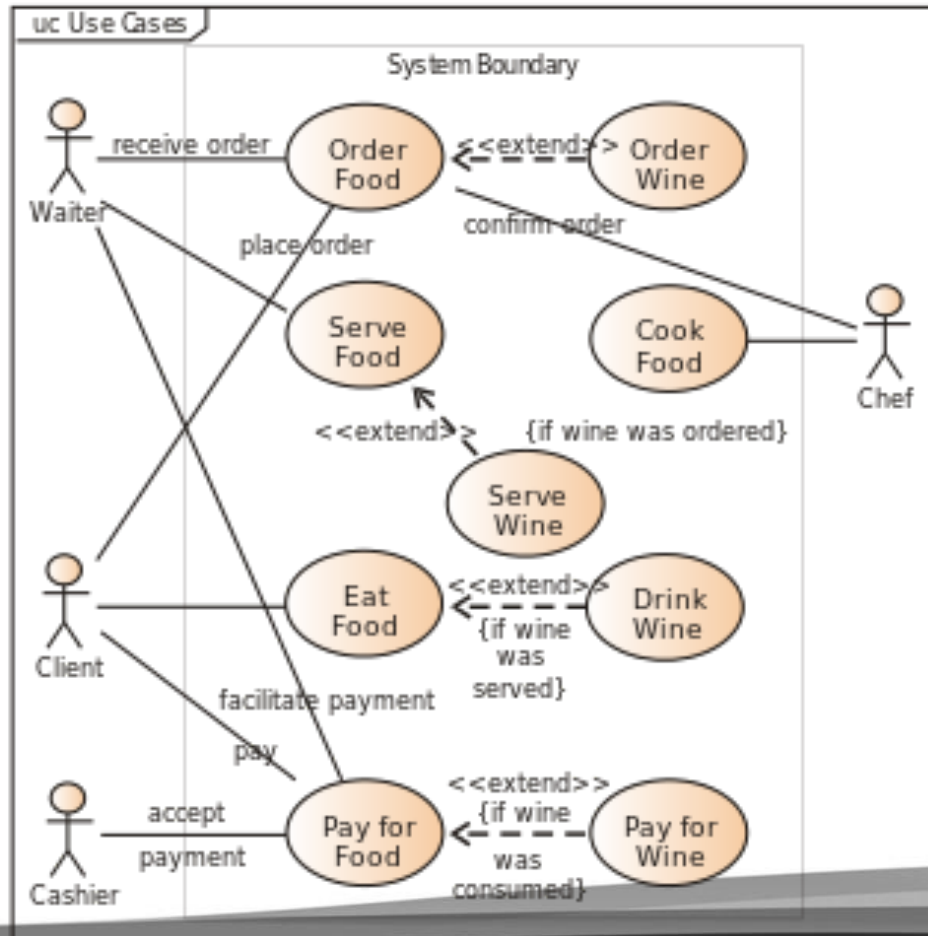
User Scenario: Buy Glasses Online

Use Cases:

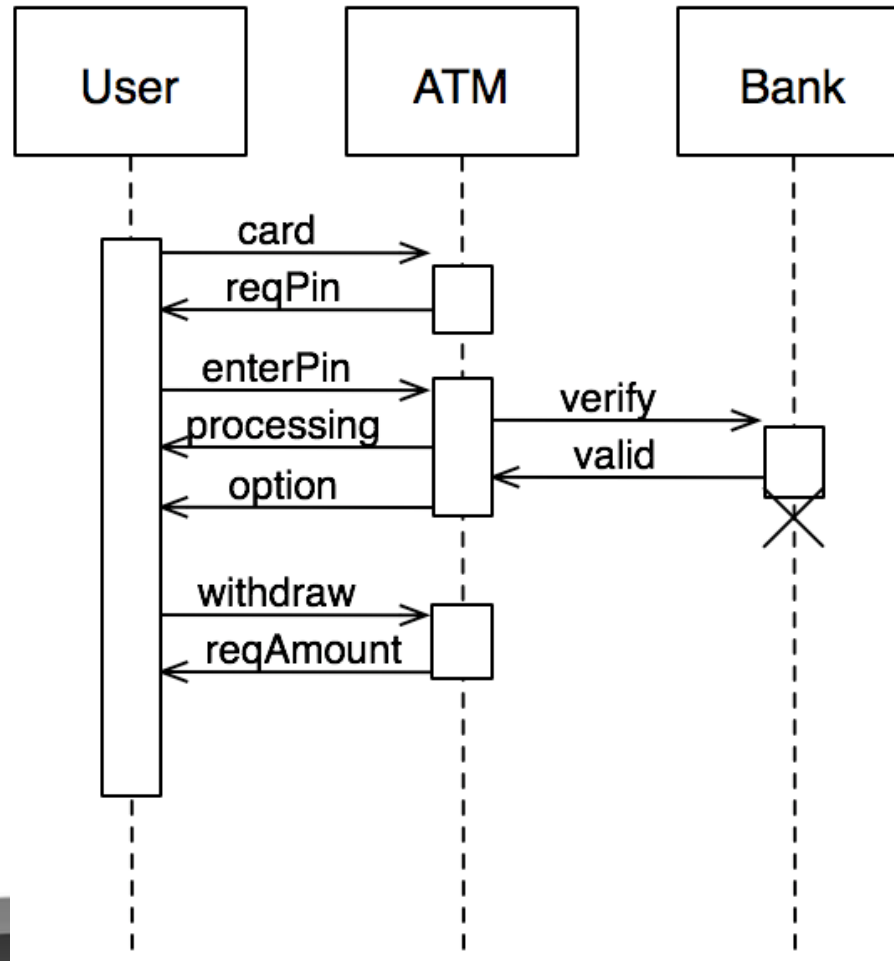
- Purchase Glasses - Bad
- Browse Glasses
- Register as a User
- Place Order

From <http://tynerblain.com/blog/2007/04/09/sample-use-case-example/>

Example Use Case Diagram



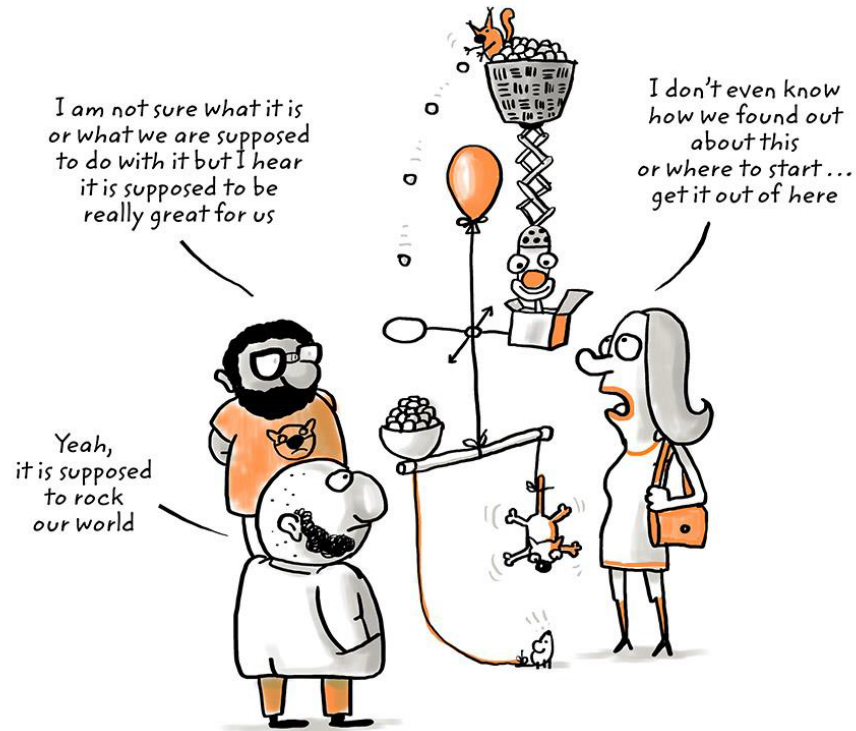
Example UML Interaction Diagram



Don't over process!

Use Cases are used in Unified Process (UP), Rational Unified Process (RUP), Oracle Unified Method (OUM). It's very important to know and understand Use Cases, but startups do not have the resources for full implementation of the Process.

Full Life Cycle Use Case



The full life cycle use case helps you understand in detail how your customer will accept, reject or never know about your product.

Full Life Cycle Use Case

- More than how the product is used.
- Full Cycle Use Cases describe customer's
 - Needs
 - Acquisition
 - Benefits
 - Payments

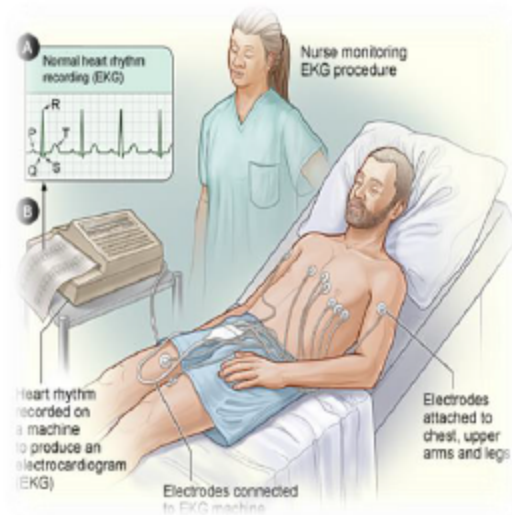
Full Life Cycle Use Case

1. How end users will determine they have a need and/or opportunity to do something different.
2. How they will find out about your product.
3. How they will analyze your product.
4. How they will acquire your product.
5. How they will install your product.
6. How they will use your product (in detail; see the Satisfier example further on).

Full Life Cycle Use Case

7. How they will determine the value gained from your product.
8. How they will pay for your product.
9. How they will receive support for your product.
10. How they will buy more product and/or spread awareness (hopefully positive) about your product.

Example - Televito

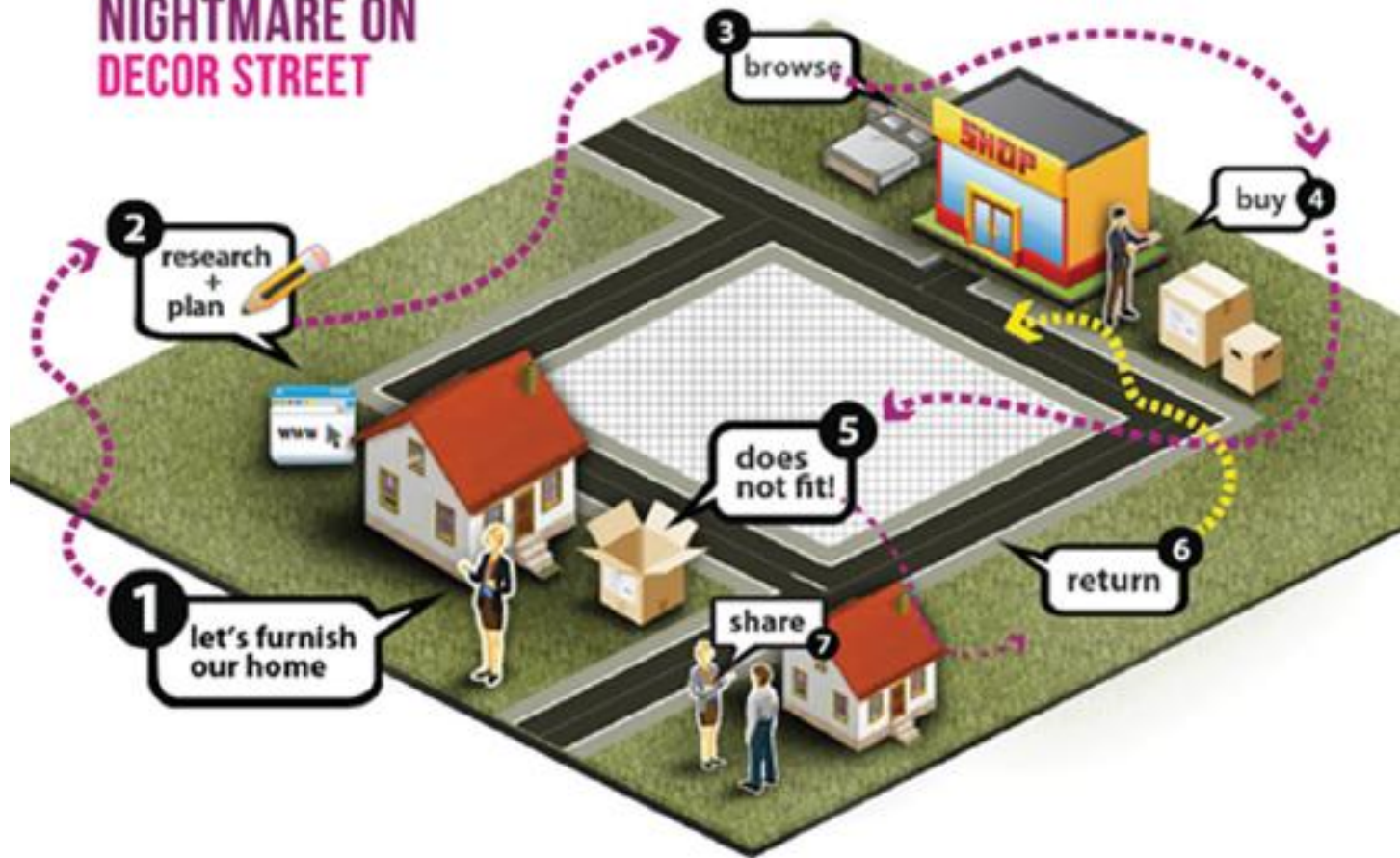


- Age 54
- Grandfather of 6 grandchildren
- Suffered a heart attack in 2008

- Has acute heart condition
- Visits hospital EVERY WEEK
- Routine EKG monitoring for cardiac pattern recognition

- Needs reliable data
- Needs a simple to use device
- No cost for the device and tests

NIGHTMARE ON DECOR STREET



Example: Fillbee

Multiple Initial Set-Up Options Aimed at Ease of Use

To get started, Consumers can:

- 1.) Start with standardized room shape templates
- 2.) Enter the dimensions of their room
- 3.) Start with a pre-loaded room layout
- 4.) Upload 2 pictures of their room
- 5.) Upload a 360° video of their room

Furniture from Multiple Retailers

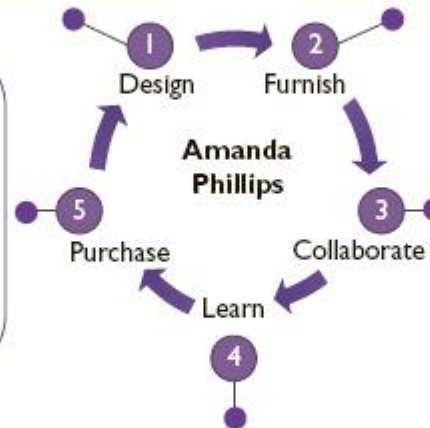
Consumers shouldn't be confined to one or two local retailers. With FillBee Marketplace, Consumers can:

- Select furniture by type
- Drag and drop the chosen item
- Repeat the previous steps until they've built the perfect room

Reduced Friction at Checkout

On FillBee, Consumers can:

- Use FillBee Diagnostics to optimize spend
- View discounts and coupons in an aggregated view
- Complete a purchase through one checkout process, rather than from multiple vendors



Design with the Crowd

FillBee's social and collaboration features let Consumers:

- Share in the decision-making and design process with their friends and families
- Keep up on the latest trends in design and decor
- Get help from a Pro Designer

Real-Time Feedback Feature Helps Consumers Make Better Informed Decisions

FillBee Diagnostics will perform an automated sanity check on the layout consumers create, providing Consumers with:

- Tailored recommendations based on the Consumer's prior usage and purchase history
- Automated design-centric alerts such as spacing recommendations between two furniture items
- An automated ratings engine that provides ratings based on design and cost metrics

Example - ESSMART - <http://www.essmart-global.com>



Don't know about essential technologies

Don't know how to get essential technologies

Don't know how to fix essential technologies



Example - ESSMART



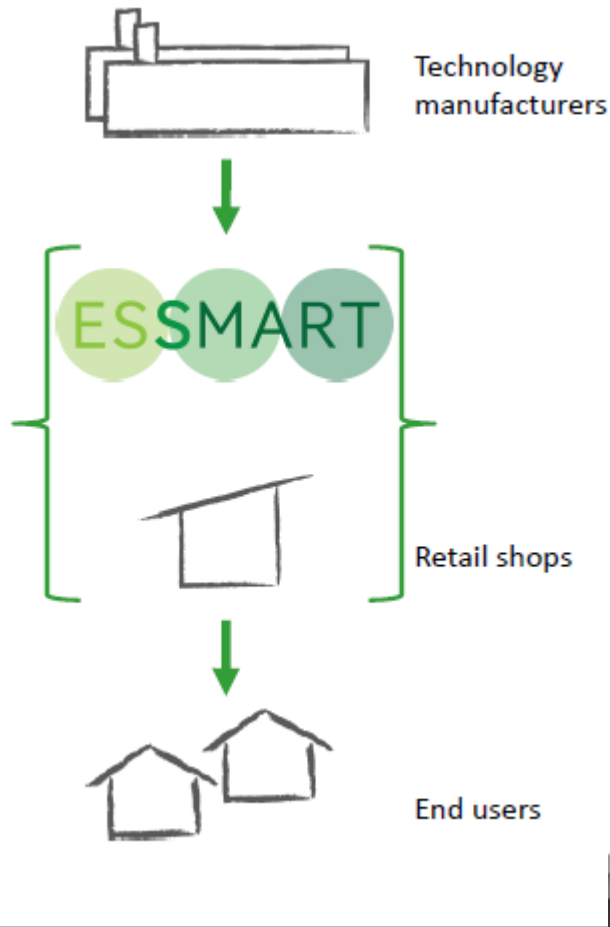
Demonstrate

Distribute

Guarantee



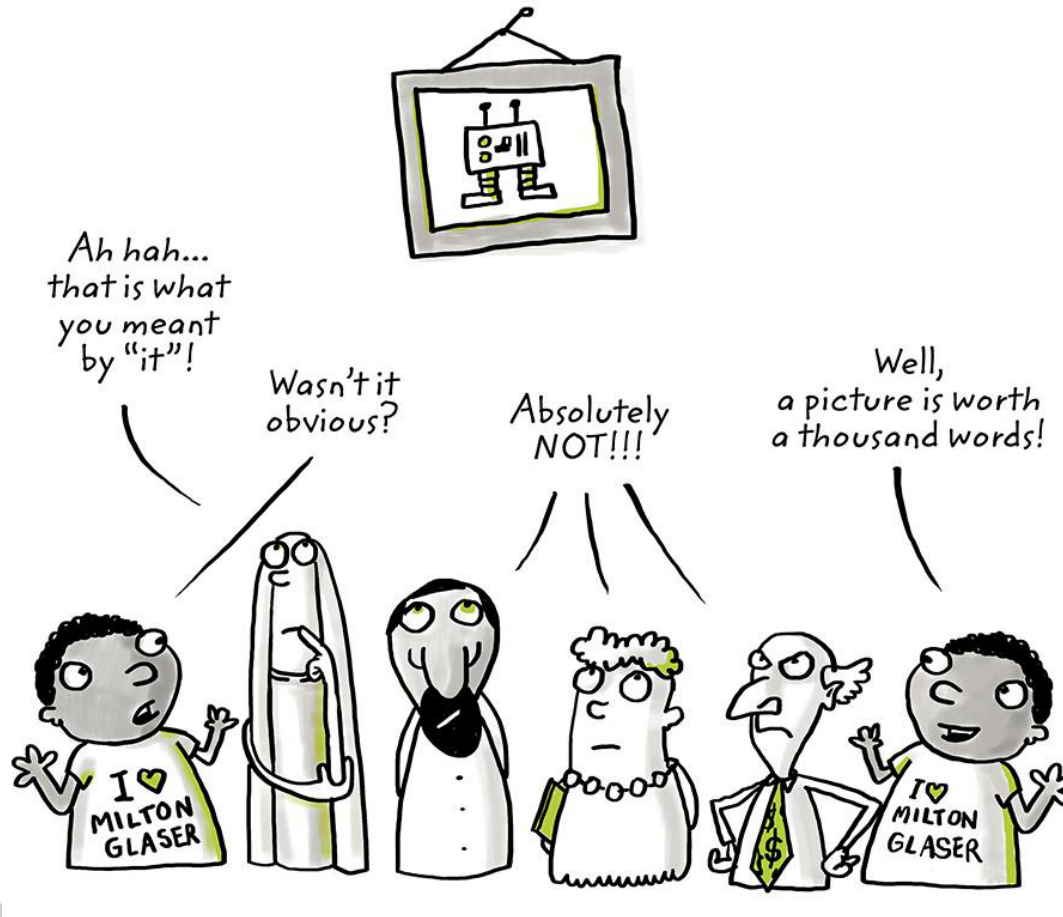
ESSMART



The image shows the cover of the **ESSMART Technology Catalogue**, March 2012 version. At the top, three green circles are arranged horizontally, containing the words **Demonstrate**, **Distribute**, and **Guarantee**. Below this, the title **ESSMART Technology Catalogue** and the date **March 2012 version** are displayed. The main content is a grid of six product listings, each with a small image, a title, a brand name, a brief description, and pricing information.

Product Name	Brand	Description	Price (INR)	Price (USD)
S1 Lantern	Brand: 4 light	A small, solar-powered LED lamp useful for studying and task lighting	NR 399	US\$7.98
S10 Lantern	Brand: 4 light	A medium-sized, solar-powered LED lamp useful around the house and for carrying at night	NR 549	US\$10.99
SunKing	Brand: Greenlight Planet	A bright LED lamp rechargeable by a solar panel	NR 749	US\$14.99
SunKing Pro	Brand: Greenlight Planet	A even-brighter LED lamp rechargeable by a solar panel, also contains plugs for charging mobile phones	NR 1,440	US\$28.81
Tata Swachh	Brand: Tata	An affordable, high-quality water filter designed for family use	NR 1,199	US\$23.99
Swachh Smart	Brand: Tata	An affordable, high-quality water filter for personal use or household use	NR 899	US\$17.99

High Level Product Specification

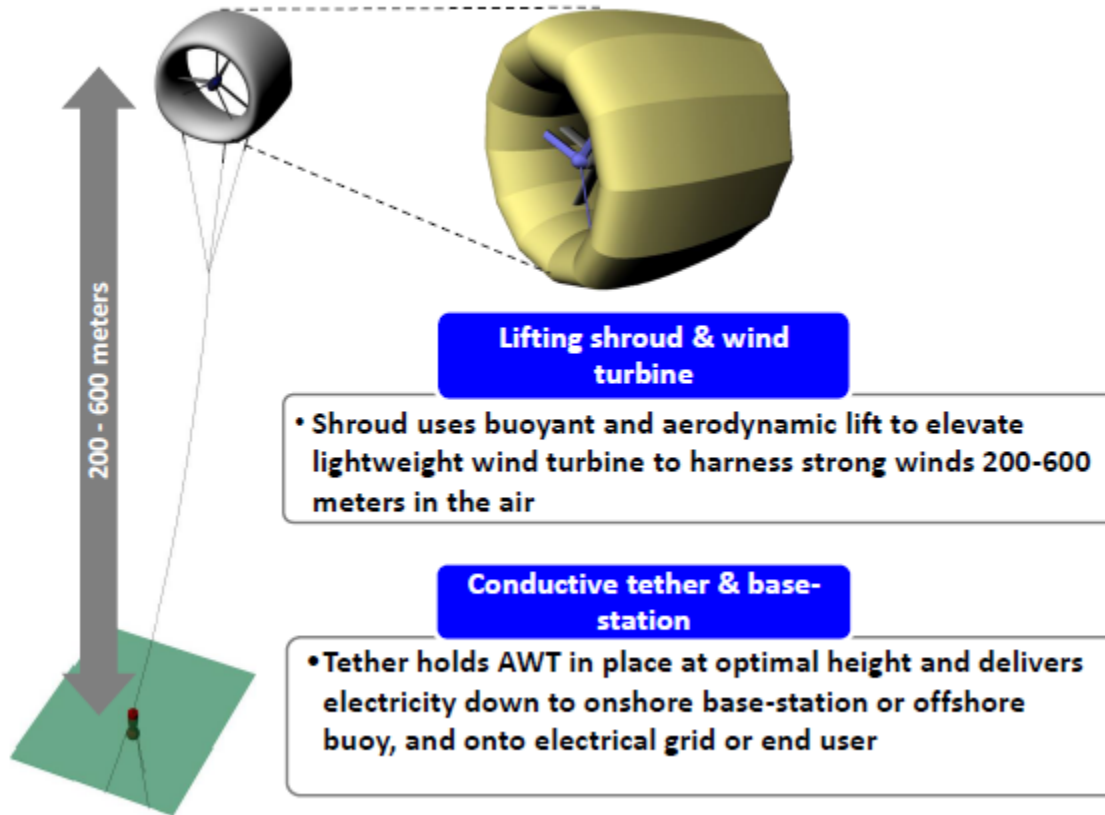


High Level Product Specification

- Visual representation of the final product.
- Create a storyboard or diagram.

Example - Altaeros Energies

Computer Model of the patent-pending Airborne Wind Turbine (AWT)



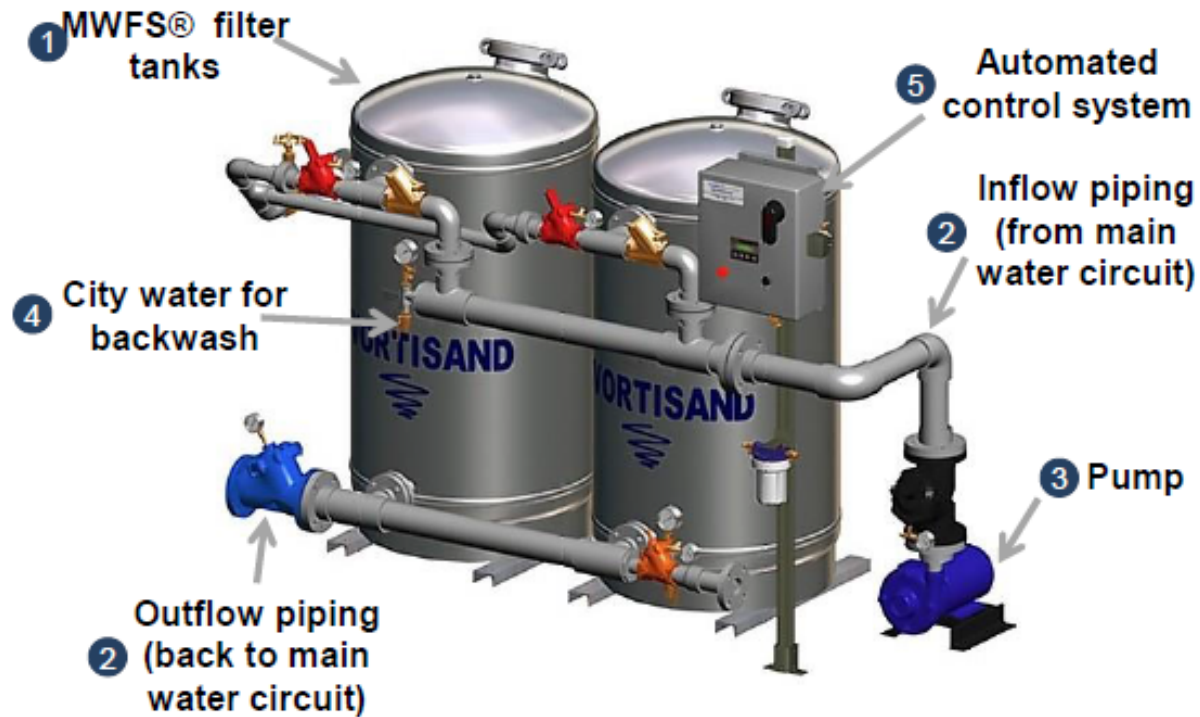
Example - Baseball Buffet

The screenshot shows the 'Baseball Buffet' website layout. At the top left is the logo, a baseball with the text 'BASEBALL BUFFET'. To the right is a search bar and a link for 'What's Cooking! Goran Therak Fantasy Baseball League Only 6 Days Away! Note...'. Below the logo are three navigation tabs: 'National Plate', 'Local Plate', and 'Personal Plate'. The main content area is divided into several columns and sections:

- Top Fan-Ranked News:** A list of five news items with a 'read more' link and a 'Show: 3 5 10' dropdown.
- Newest News:** A list of three news items with timestamps and a 'read more' link.
- Baseball Almanac:** A section titled 'Stats, Stats, Stats!' with three statistics and a 'read more' link.
- Top Pictures:** A featured image of a baseball player with a caption 'Wells sees sausage vendor, forgets to throw pitch' and a 'read more' link.
- Blog Scan:** A list of three blog posts with titles, authors, and timestamps, each with a 'read more' link.
- Best Hats:** A section titled 'Newest Hat: Laura from Decham' with a photo of a woman and a 'read more' link.
- Discussion Board:** A list of three discussion topics with a 'read more' link.
- Random Rants & Witty Wisecracks:** A section titled 'Hot Topics:' with three topics and a 'read more' link.
- They Really Said That!:** A list of three quotes with a 'read more' link.
- Video Vault:** A section titled 'Check out the latest fan-submitted videos' with a video thumbnail.

At the bottom left, there is a 'Peter Gimmons Dugout' section with a cartoon character and a 'Today's Post' about a 'Royal's Season Already Coming to an End'.

Example



Build a Brochure

- Before you invest valuable resources, test first
 - If whole team agrees on what you should build
 - That you are building what the customer wants
- Do this by making a brochure
 - Physical and electronic as both have value
 - Electronic is preferable – provide invaluable analytics
 - Don't believe everything that people say; test it first
- Allows for spiraling innovation on what best product design and sequence should be

How it Works



Subscribe

Pick what you need and pay once for the semester



Ship & Re-ship

Request more at any time for no additional cost



Free Shipping

We ship your products to your doorstep for free!

Why buy?

It's super convenient

- Stop wasting time going to the store
- Focus on studying hard and having fun

Stay supplied

- Never worry about running out of the things you need again
- Unlimited access to any product in your Supply

Great products

- We offer a wide variety of top brands
- New products added to Supply's monthly

Five more reasons for parents

1. Your kid will love you.
2. We send phone call reminders
3. Dirty underwear is gross
4. It costs less than tuition
5. Someday you'll need to be taken care of



Lifetime Supply

Shower Supply

"Squeaky Clean"

Shower - \$100/semester

- Select from body wash, bar soap, shampoo, and conditioner

Shaving Supply

"Now with unlimited blades"

Shaving - \$150/semester

Deodorant Supply

"You're gonna like the way you smell"

Deodorant - \$40/semester

Oral Hygiene Supply

"Fresh breath"

Deluxe Bundle - save \$55

~~\$130~~ \$75/semester

- Toothpaste Supply
- Toothbrush Supply
- Floss Supply
- Mouthwash Supply

Essential Bundle - save \$20

~~\$70~~ \$50/semester

- Toothpaste Supply
- Toothbrush Supply

Toothpaste - \$40/semester

Toothbrush - \$30/semester

Floss - \$30/semester

Mouthwash - \$30/semester

Snack Supply

"Cure the munchies"

Snacks - \$200/semester

- New snacks rotated in regularly

Undergarments Supply

"Dress Comfortable - Dress Clean"

\$150/semester

- Socks, underwear, and tees

Breath Supply

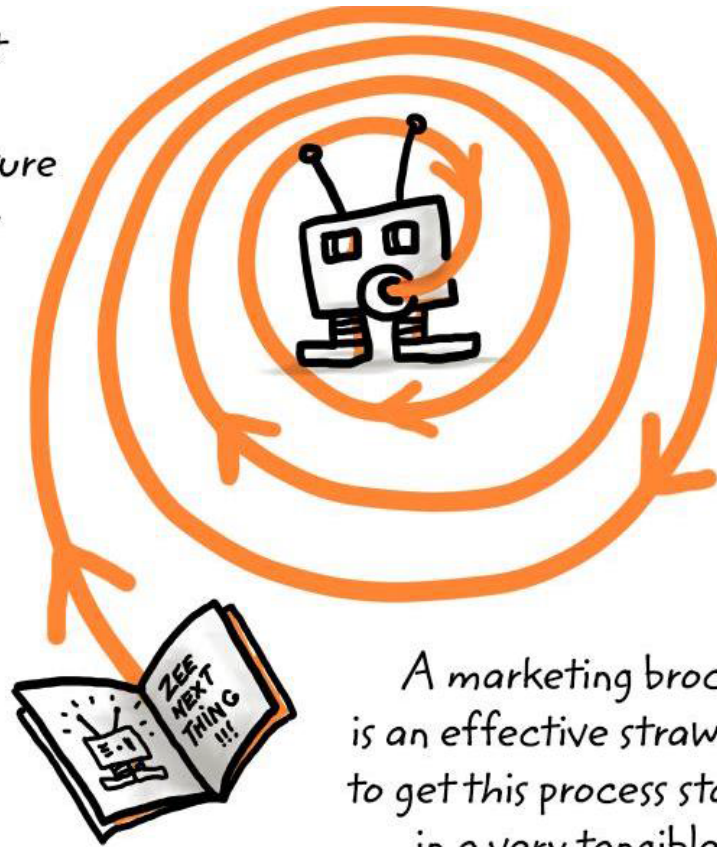
"Fresh Breath Forever"

Breath - \$75/semester

- Select from gum and mints

Spiraling Innovation - A repetitive process!

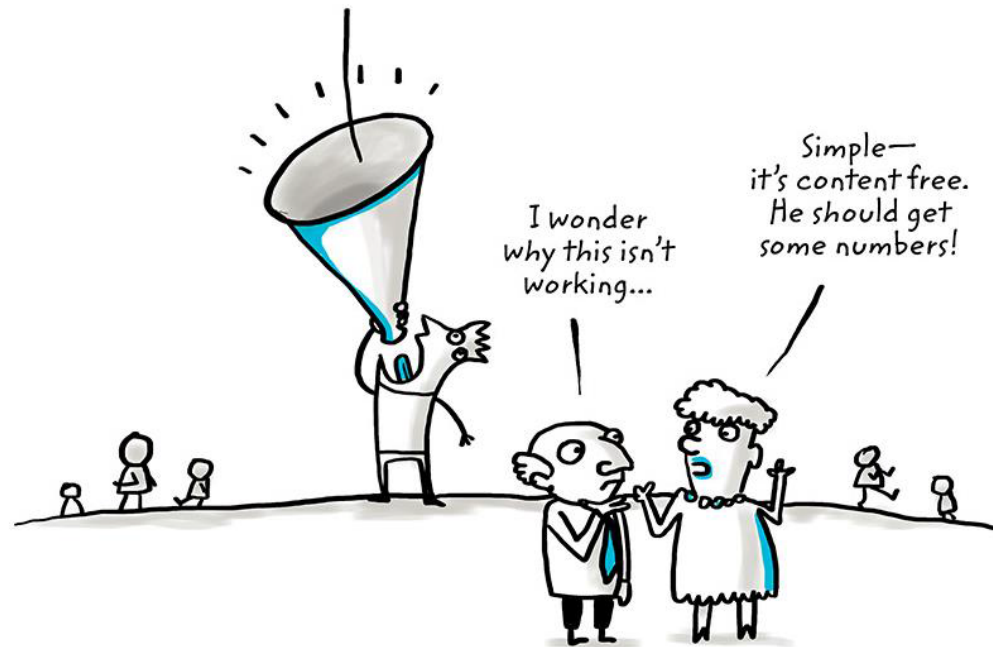
The ultimate best product solution for your new venture is arrived at after many interations with customers and your team.



A marketing brochure is an effective straw man to get this process started in a very tangible way.

Quantifying the Value Proposition

Superfantastic!!!
Awesome!!!
Soooo much better
than anyone else's!!!



Quantifying the Value Proposition

- Determine how the benefits of your product turn into value that the customer gets out of your product.
- Calculate quantitative metrics (in most cases) to show this value to the customer.
- “Faster”, “Better”, “Cheaper” too general. Get more specific.

Quantifying the Value Proposition

- “As-is” versus the “possible”.
- Don’t over exaggerate the “possible”.
Customers do not like misrepresentation.
- Make sure the “possible” fits your customer’s persona.

At the moment, Michelle can use...



BabyBeats

GRACO

Heart-rate monitors



Intuition

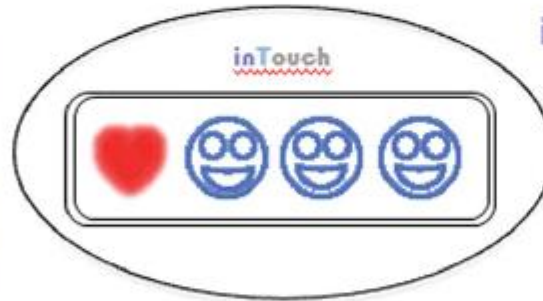


Professional ultrasound



Consult "Dr. Google"

With **inTouch**, Michelle may...



inTouch technology is proven

- Data Collection
 - Heart-rate
 - Movement
- Intellectual Property
 - Algorithm that correlates data to positive response

read to her baby,

then receive feedback.

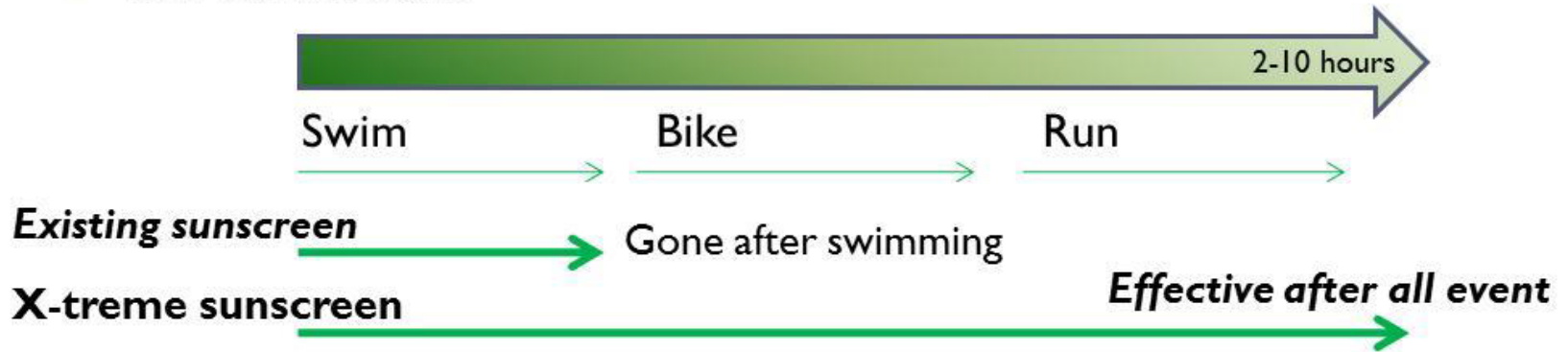
Facilitating intimacy and providing reassurance.

inTouch

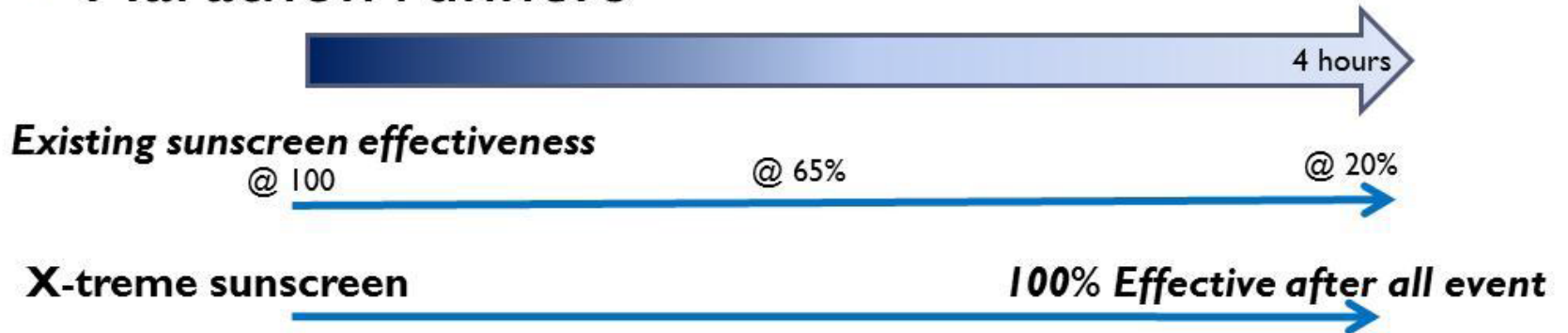
Connecting mummies with their babies

Photos: gadgetrivia.com
mothering.com
sheknows.com
parents.com
allvoices.com

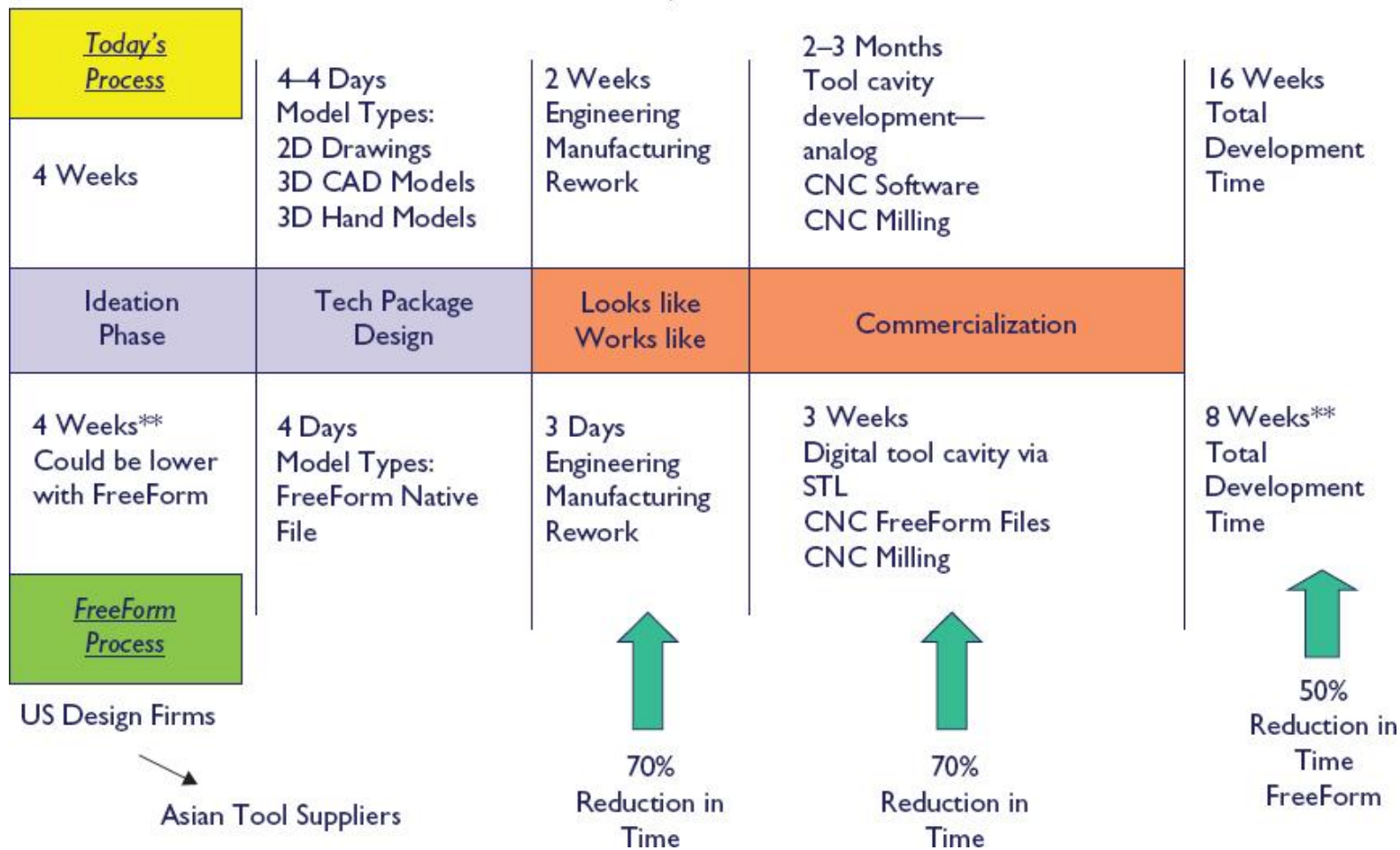
- Tri-athletes



- Marathon runners



Development Times



Define Your Core



Core

- Allows you to deliver the benefits your customers value with much greater effectiveness than any other competitor.
- Focus point - Should not deviate/change often.

Examples - Core

- Customer Experience - Apple
- Customer Service - Zappos
- Low Cost - Walmart, Southwest
- Network Effect - Google, LinkedIn, Facebook
- Quality Family Entertainment - Disney

Chart Your Competitive Position

Hmmm...
I wonder which one
better suits my
priorities?



How does your core
map to what your customer
really wants?

Definition of Competition

- Alternative your target customers has - real or perceived
- Differentiation
 - Product (Quality, Value)
 - Process (Way to Compete)
 - Business Model (Pricing, Distribution)
 - Imaging (Perception)
 - Other (Geographic)

Uniqueness

- What is it that makes you unique compare to the alternatives?
- Most specifically, what makes you most valuably unique to your persona?
- This will come directly from the persona's priorities.
- How do you sustain the uniqueness?

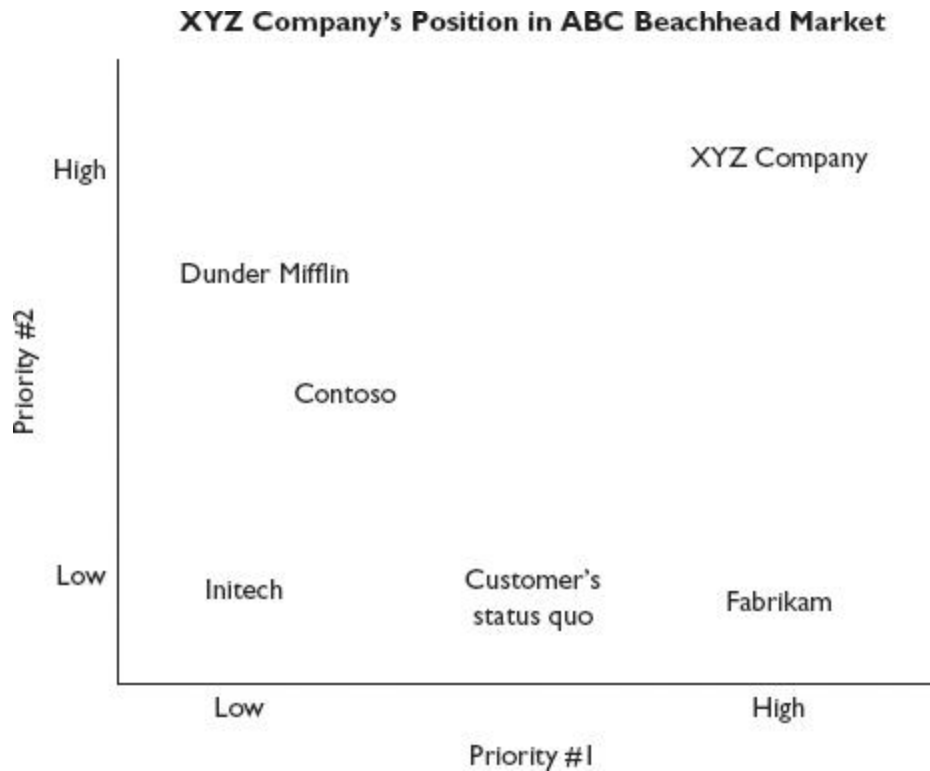
Toughest Competition

- Always consider that one of the most compelling alternatives is to “do nothing” and how will you overcome this?
- Considering the alternatives including competition, why is yours the best from their vantage point (not yours)?
- This will relate back to and build off your Core.

Why would customer change?

- Need to understand the reason
- Under what condition will they change?
- Which segment first? Is this segment desirable? Will it lead to other segments?

Chart Your Competitive Position



- SunSpring's value proposition is increased efficiency, flexibility, mobility, reliability, and operation simplicity vis-à-vis its competitors

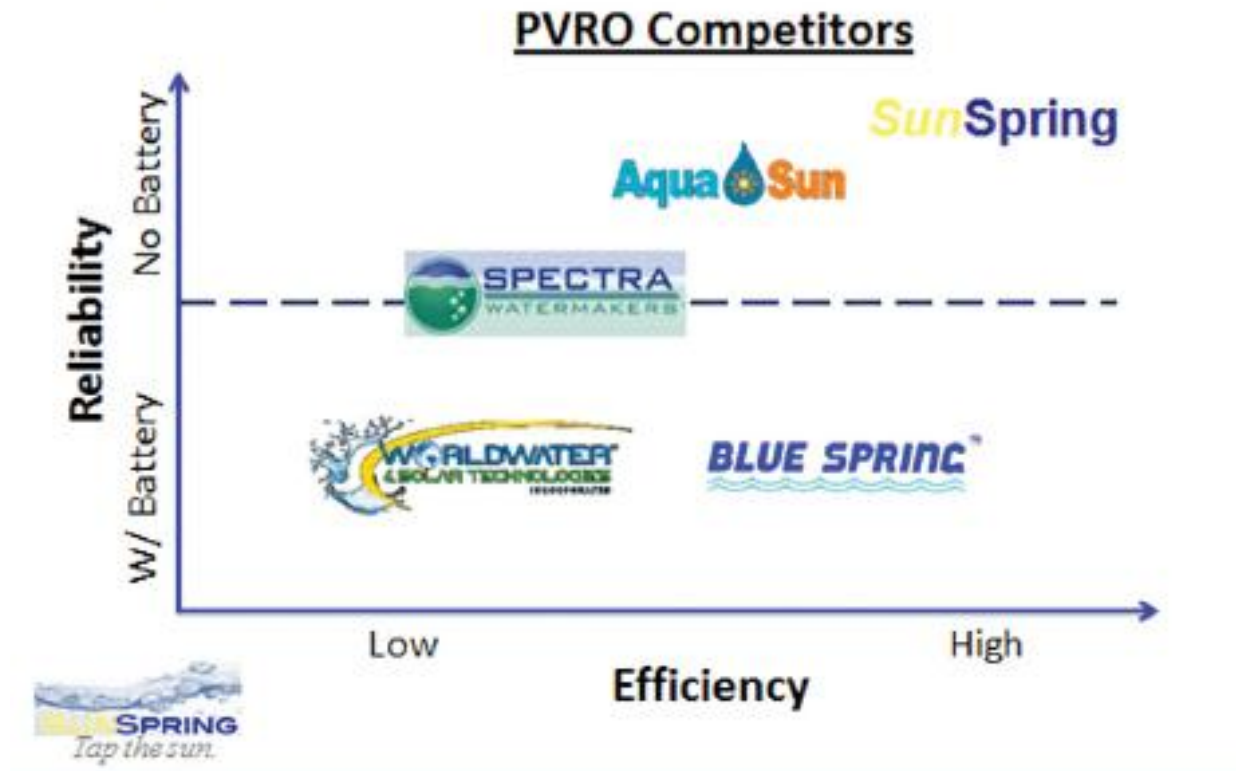


Chart Your Competitive Position

- Quick Visual Validation
- Summary of value proposition
- Re-think position if not top right

References

- New Enterprises Lectures - Bill Aulet