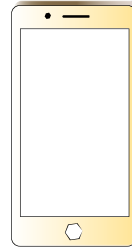


8. Design Process – The Process Domain of Information

The company's world

Look what we can do?



Design





Writer's Witty Words

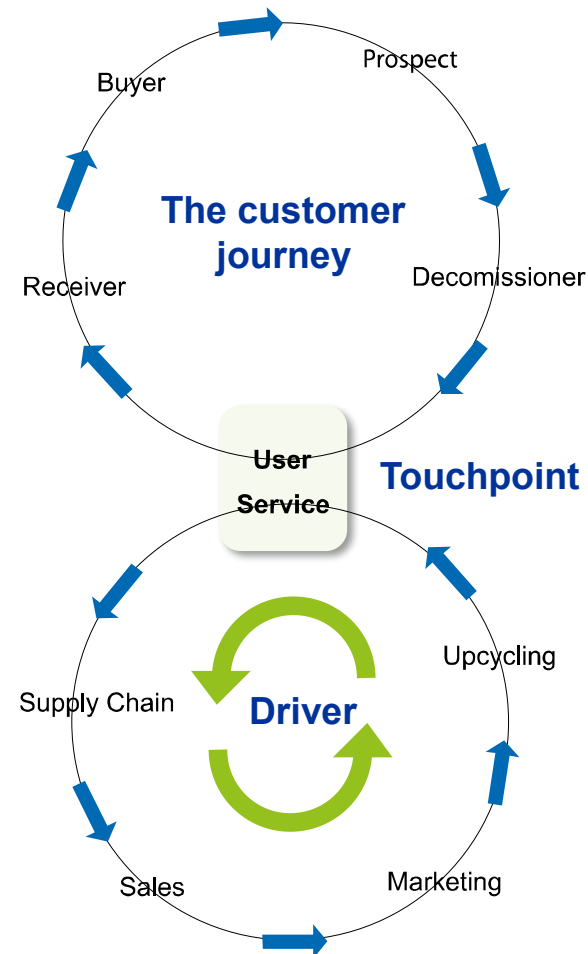
***Design your processes to delight your customers,
not to maximize your company's convenience.***

Per Lindstedt

Two interacting cycles

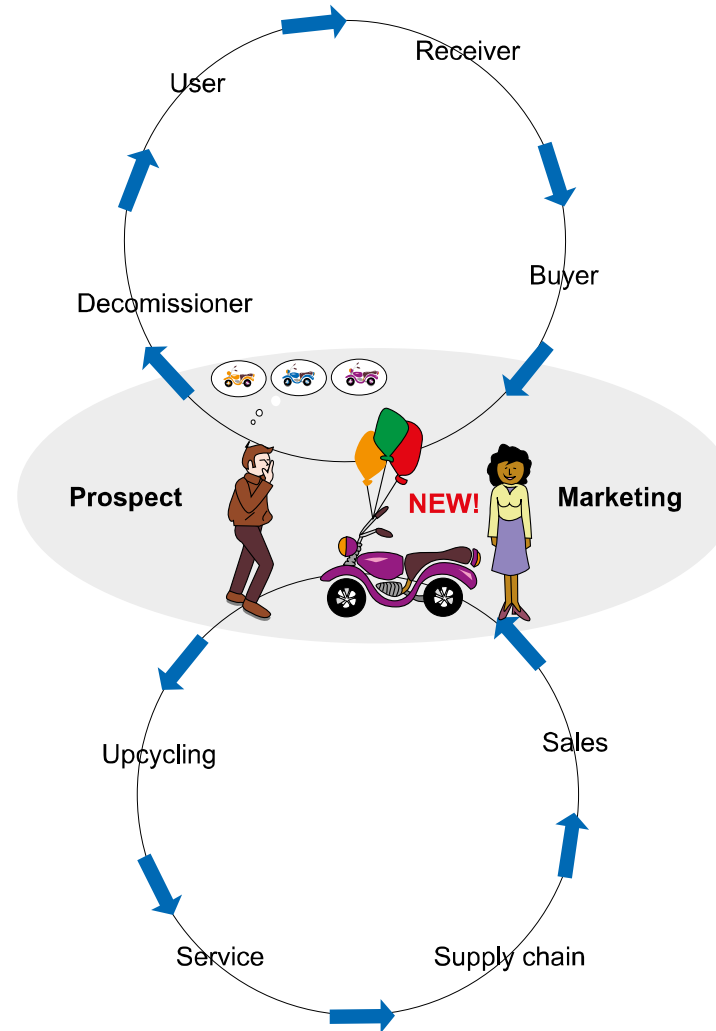
Company Processes as a continuum of touchpoints:

- internal processes facilitate the movement of the customer from one state to the next at each touchpoint.
- each touchpoint represents an opportunity to enhance the customer experience.
- your new product must support the customer experience in all touchpoints.



Prospects - Marketing

You should craft an image that resonates with a core value concept.



Marketing is all about attracting your target group and turning them into prospects.

Customer as a prospect

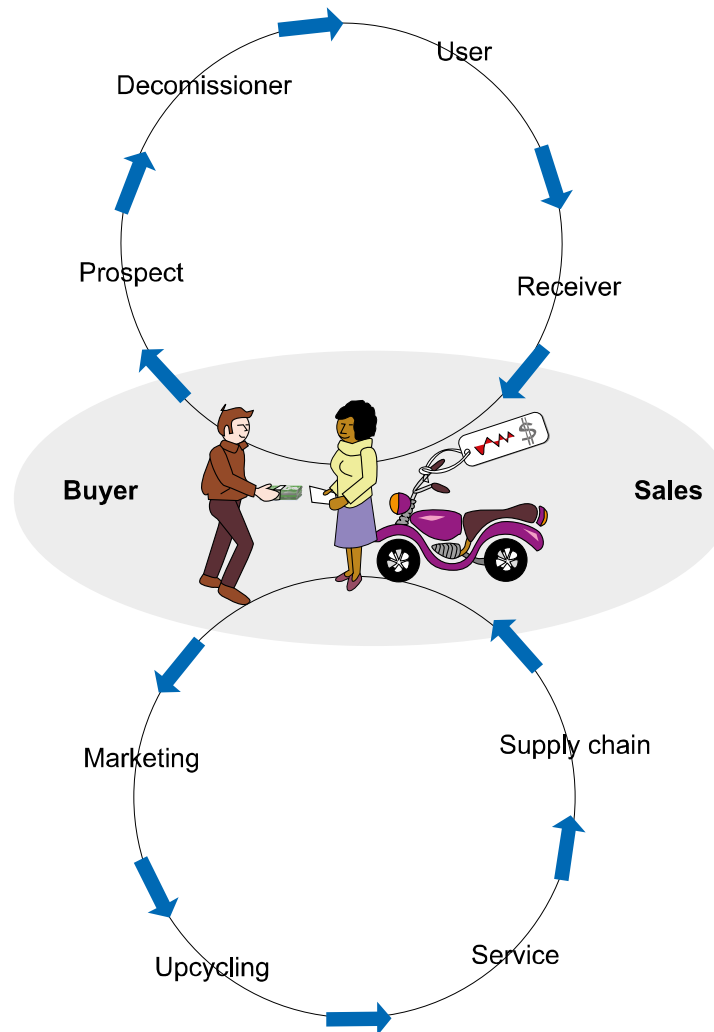


Key concept - Image is to possess an essential value concept in the minds of the target group.

Focus - create a product that enhances, showcases, and makes your image credible.

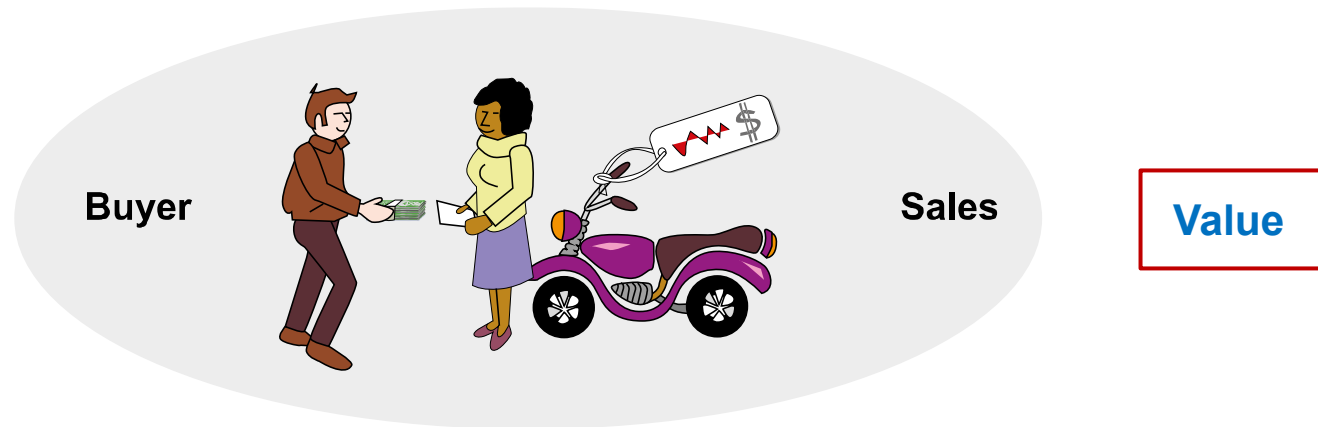
Buyer - Sales

You should create a product that is easy to buy.



Sales is about converting prospects into buyers.

Customer as a buyer

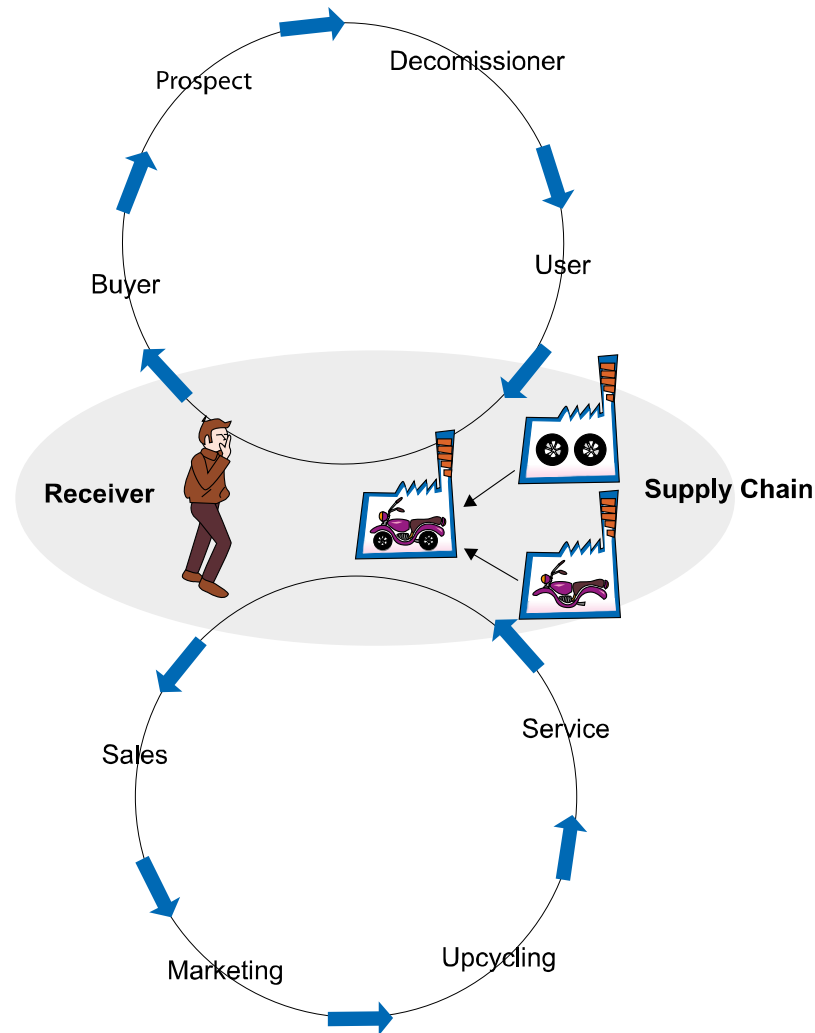


Key concept - Value is the ratio between the satisfaction of customer needs and the use of customer resources.

Focus - create a product with clearly visible value, solves important needs and addresses critical resource concerns.

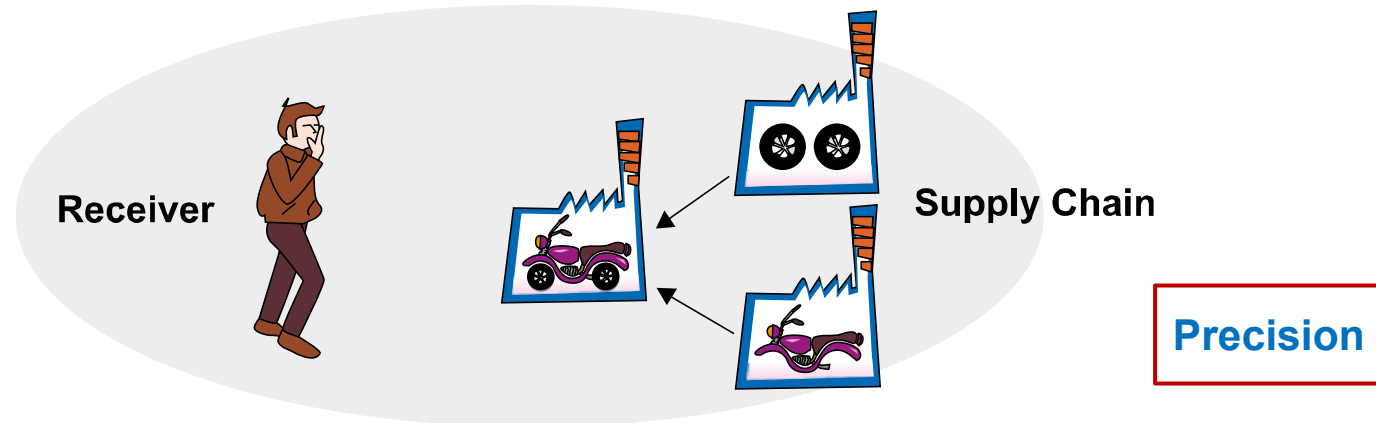
Receiver – Supply Chain

You should create products that are easy to receive, learn, and start using.



Supply chain, manufacturing, and delivery are all about turning buyers into users.

Customer as a receiver

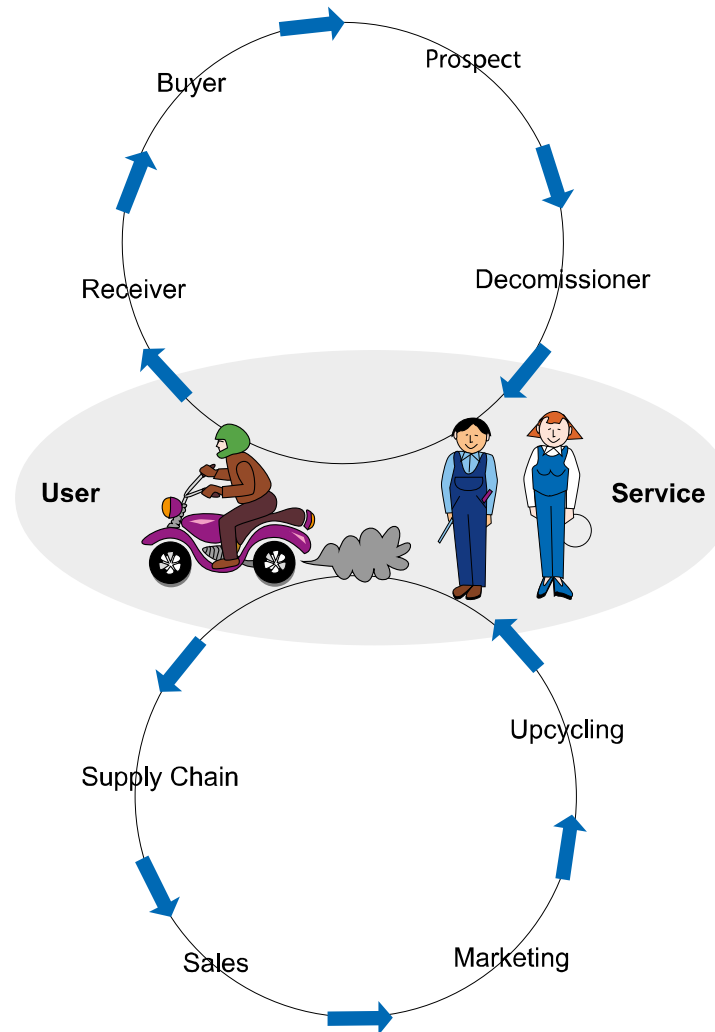


Key concept – Precision is supplying the correct information and delivering the right things at the right time and in the right way.

Focus - create a product that fits into a robust and efficient supply chain and delivery system.

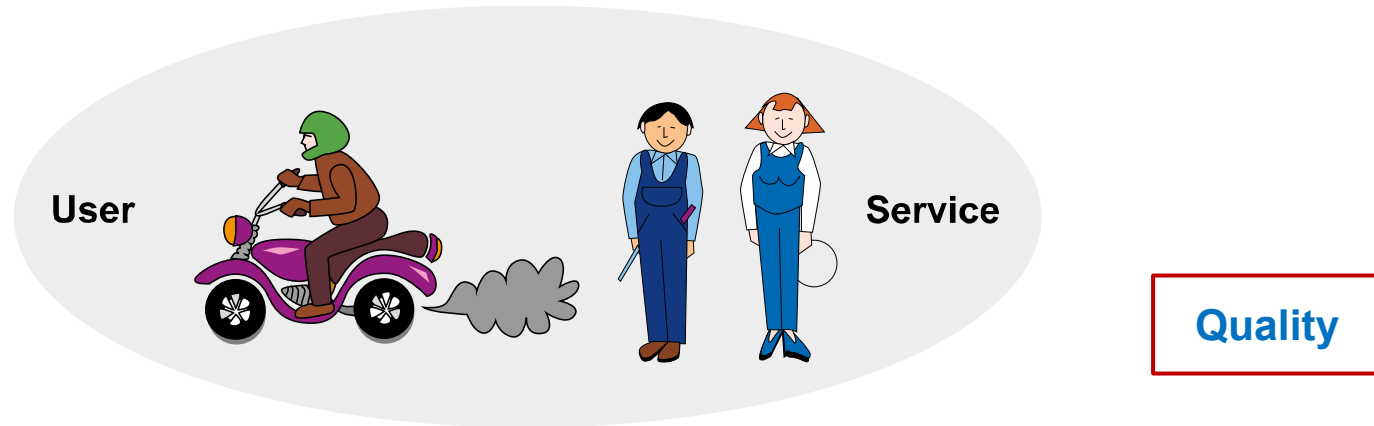
User - Service

You should design products that don't need any service.



Service and after-sales are all about turning users into loyal customers.

Customer as a receiver



Key concept – Quality is the ability of the product to deliver the expected value over time.

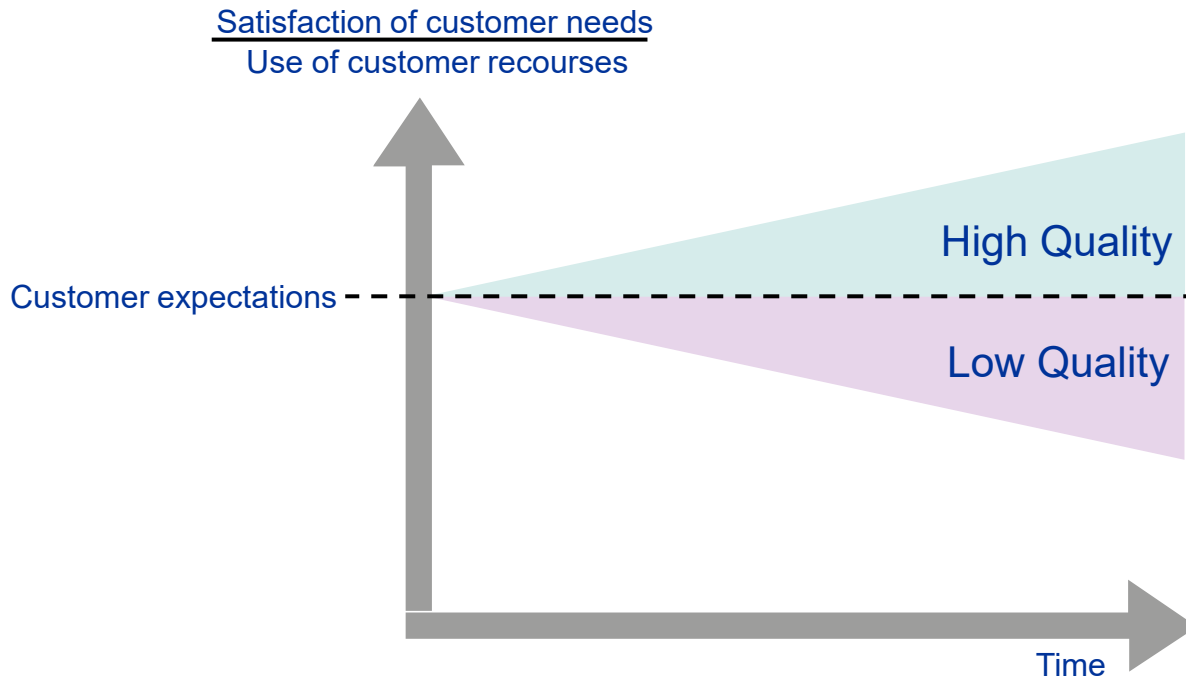
Focus - create a product that can robustly deliver main and additional functions at an expected performance level and use of customer resources.



What is Quality?

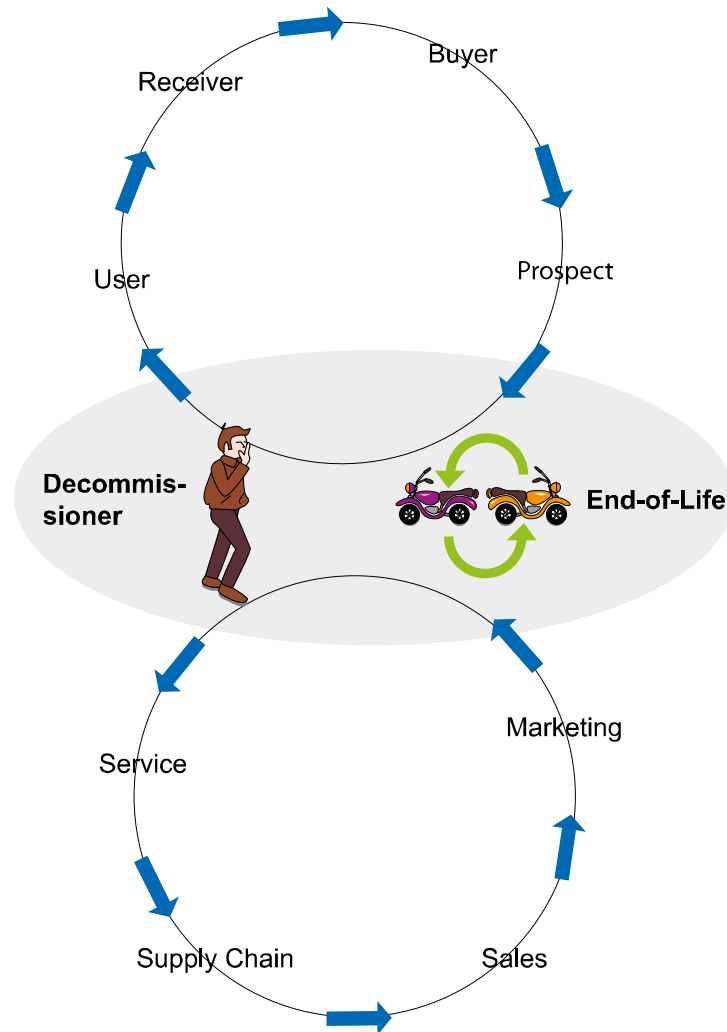
The Quality components:

- customer expectations.
- the product's or service's ability to satisfy customer needs (numerator in the value equation).
- the product's or service's use of customer resources (denominator of the value equation).
- maintaining expected value over time.



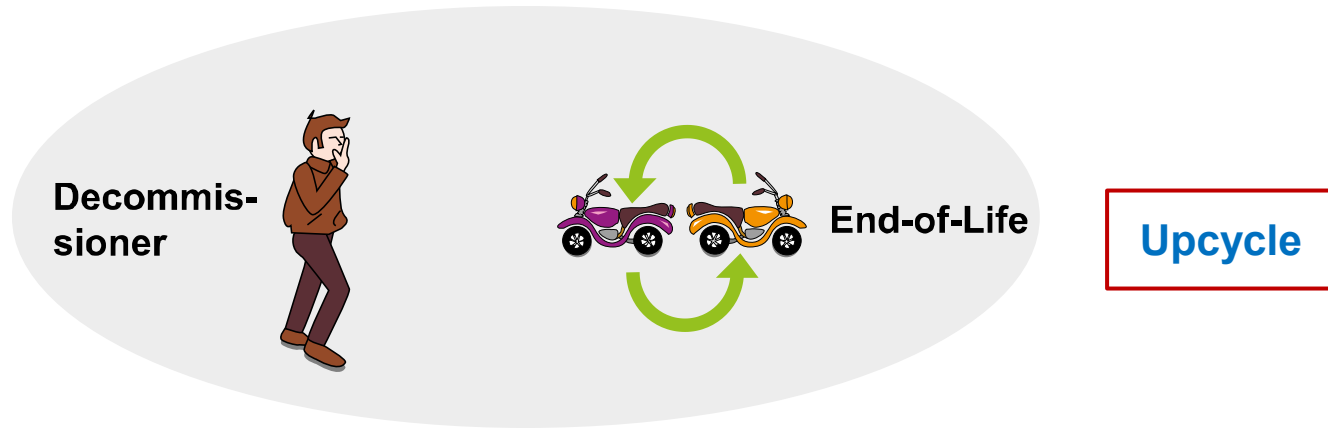
Decommissioner – End-of-Life

You should design products that can be upcycled.



The decommissioning or End-of-Life phase is all about turning loyal customers into repeat buyers.

Customer as a Decommissioner



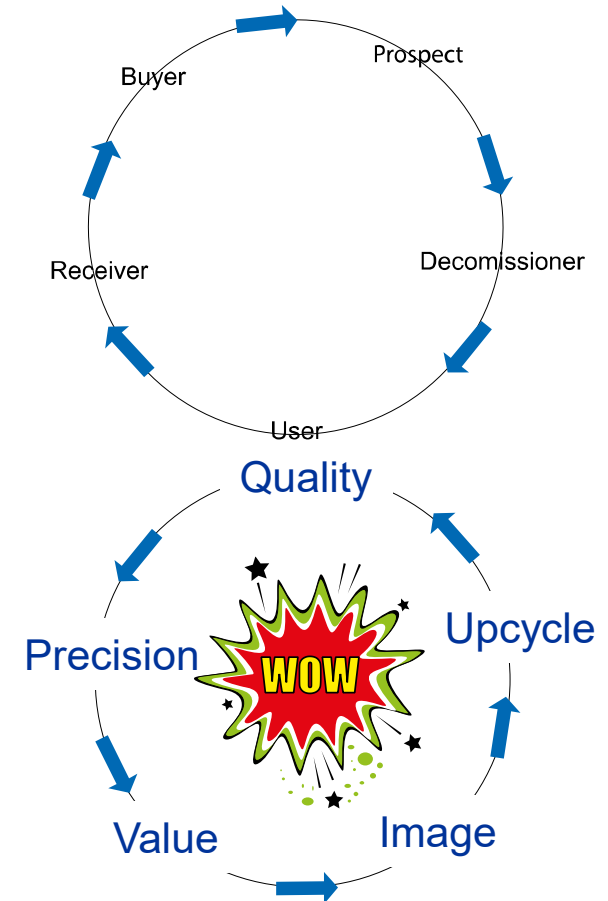
Key concept – Upcycle the products by repairing, upgrading, and refurbishing them before returning them to the customers.

Focus - create a product that can be cost-effectively repaired, upgraded, and refurbished.

Supporting the processes

A WoW product excel in:

- **Image** Radiates your company's value concept.
- **Value** Delivers an unrivaled ratio between the satisfaction of customer needs and the use of customer resources.
- **Precision** Is delivered at the right time and in the right way.
- **Quality** Maintains the expected value over time.
- **Upcycle** Can be refurbished to achieve higher value.



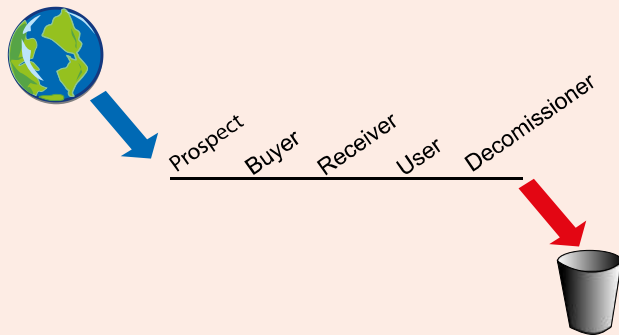
Business models

Opposite focus !



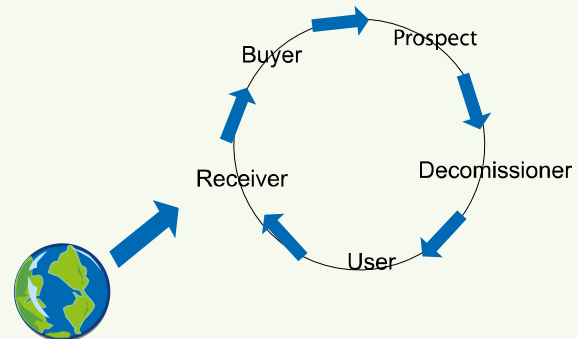
In a linear:

- goal to increase the flow.
- “acceptable” product life.
- service is profitable.



In a circular:

- reduce the flow (manage your fleet of products is more important).
- extend the product life.
- service is expensive.

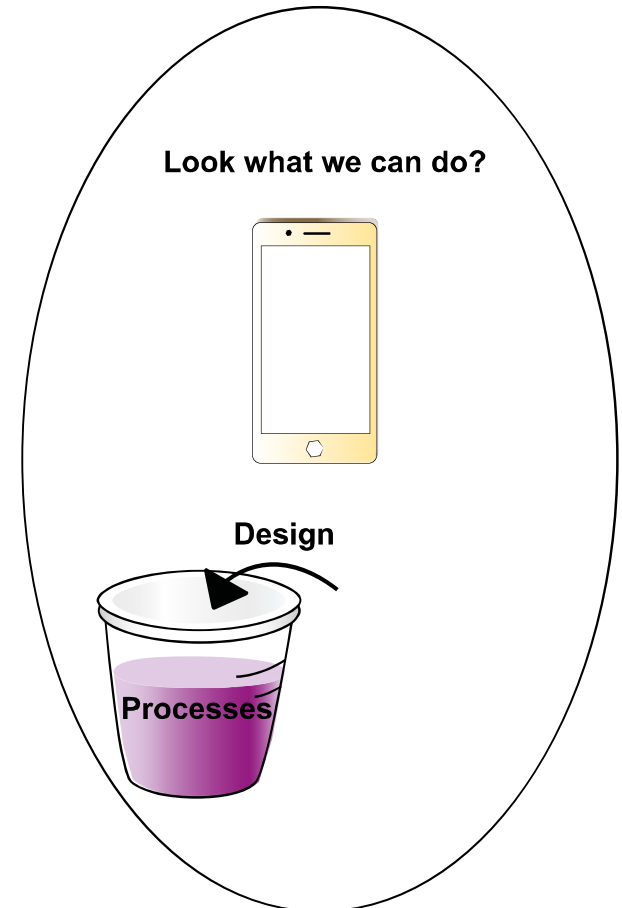


What goes into the bucket?

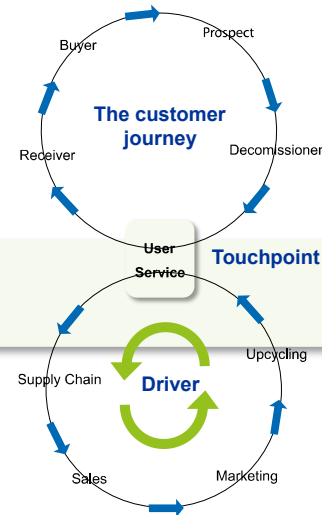
Value-Critical Information in the Process Domain of Information includes a New Product that:

- features a clear image that radiates your company's value concept, effectively communicating its unique benefits.
- delivers an unrivaled ratio between the satisfaction of customer needs and the efficient use of customer resources, ensuring maximum value.
- allows for precision in delivery, guaranteeing that the customer gets the right product at the right time and way.
- maintains the expected value over time, ensuring outstanding quality.
- can be upcycled to achieve higher value, encouraging sustainability.

The company's world



Summary



Your internal processes drive the customer journey.

A WoW product supports each touchpoint, making the customer journey easy, effortless, and enjoyable.

