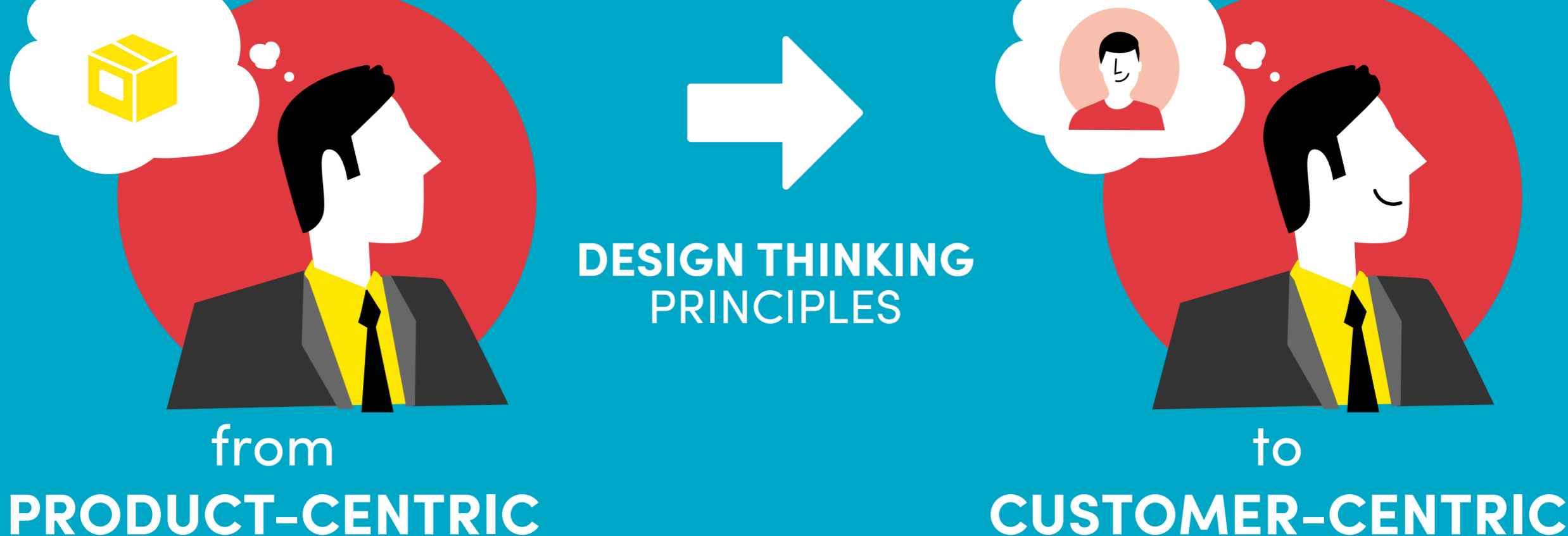


10 steps to a Customer-Centric Value Proposition by The House of Marketing



Design thinking is an **agile, co-creative, holistic, multi-disciplinary process** that focuses on creating value for the customer.

Start from your business challenge & map the **CURRENT** situation.

1

MARKET RESEARCH



Always taking into account your segmentation

Empathize with your customer and collect information to identify their real needs.

2

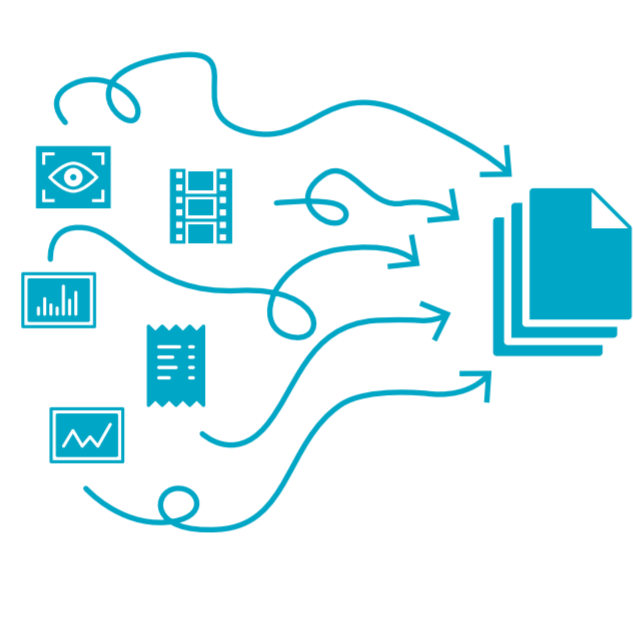
GAIN INSIGHTS



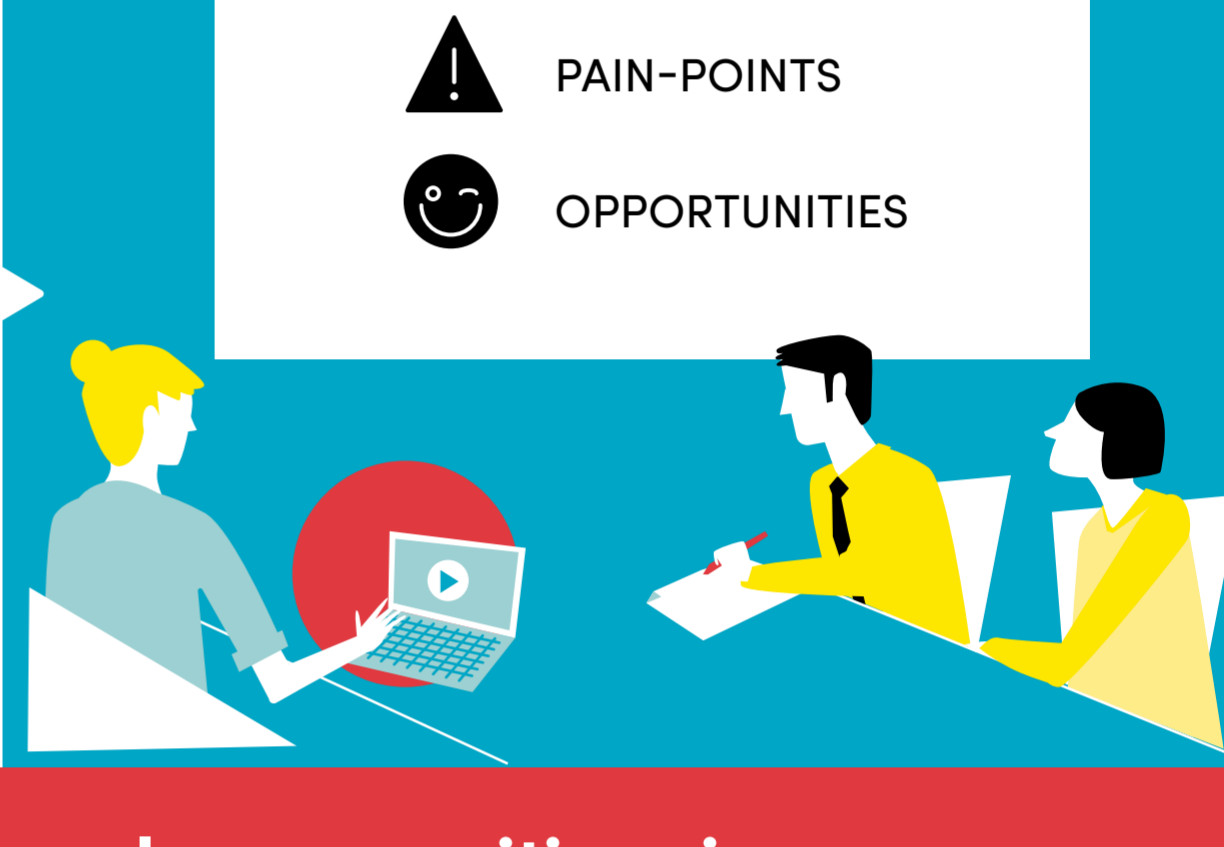
Synthesize all insights and define the key customer problem to solve.

3

SYNTHETIZE ALL INSIGHTS



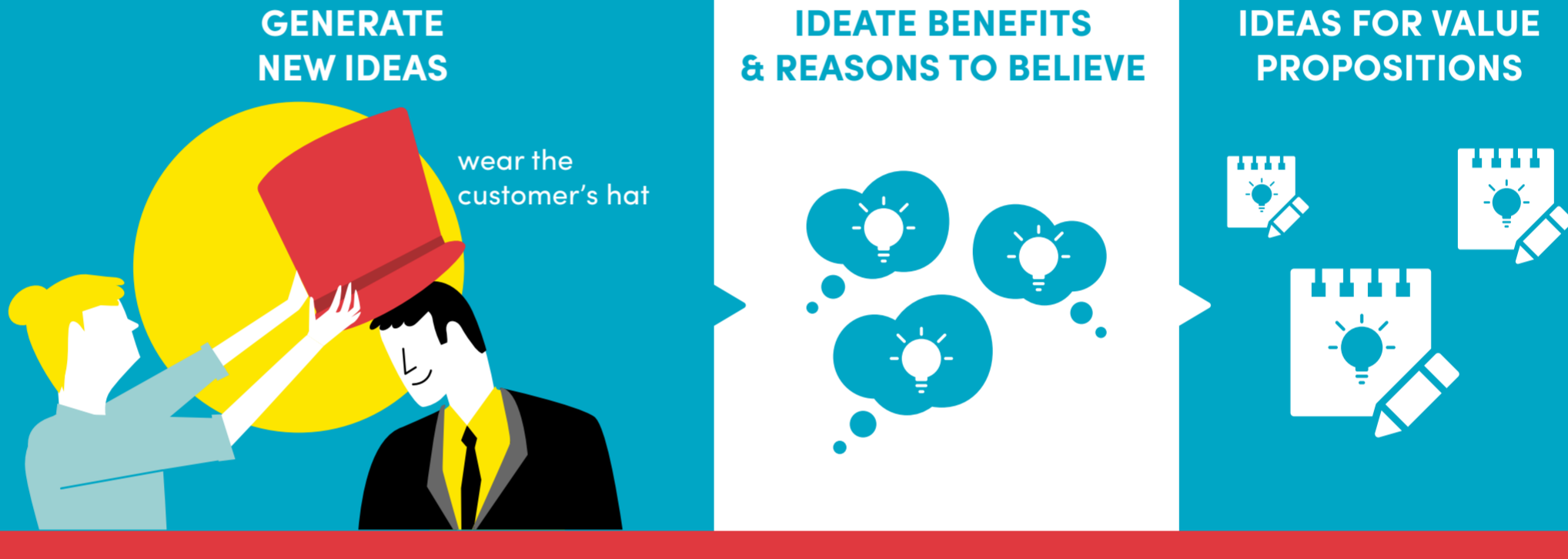
KEY CUSTOMER PROBLEM



Generate ideas and develop value propositions in a co-creative & multi-disciplinary setting.

4

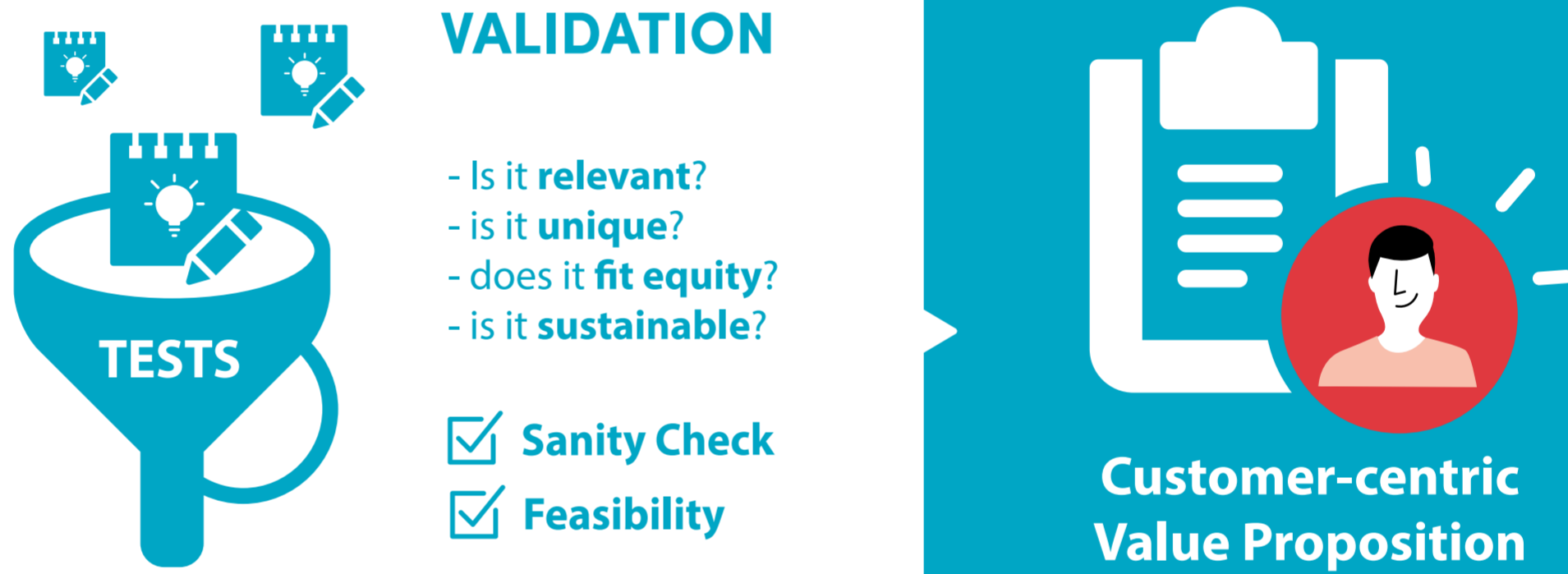
CO-CREATION WORKSHOP



Assess your ideas to ensure consistency in your decision process.

5

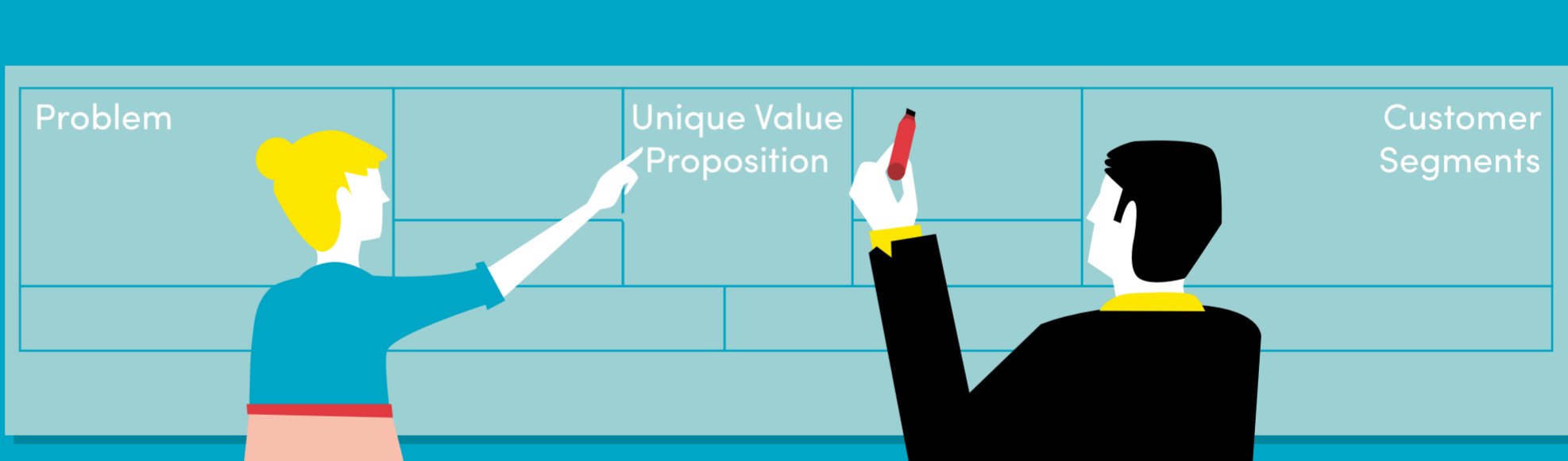
VALIDATION



Develop the business model canvas for each value proposition that passed the sanity check.

6

WORKSHOP: BUSINESS MODEL CANVAS



Use storyboarding to develop a prototype that can be tested with customers. Gain insights to improve your value propositions.

7

DEVELOP & TEST PROTOTYPE



Fine-tune the value propositions with the gathered insights and develop the final product or service.

8

FINETUNE BUSINESS MODEL CANVAS

DEVELOP BUSINESS CASE

DEVELOP FINAL PRODUCT OR SERVICE



Develop the customer journey from the customers' perspective and define the go-to-market strategy.

9

CUSTOMER JOURNEY MAP

GO-TO-MARKET STRATEGY



Track, learn, change... Repeat!

10



Agility is key to develop a successful customer-centric product or service as customer needs evolve constantly.

Contact us if you want to become more customer-centric!

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the house of marketing
DREAM · THINK · DO