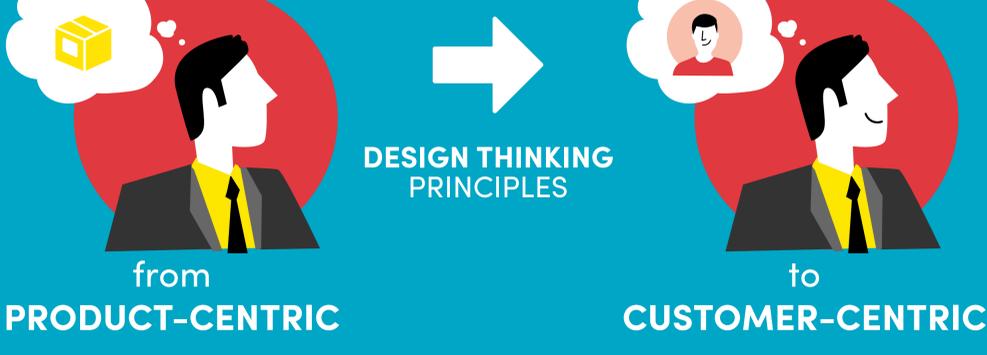


# 10 steps to a Customer-Centric Value Proposition by The House of Marketing



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



- Trend analysis
- Company challenges
- Market overview
- Competitive review

Always taking into account your segmentation

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

2

## GAIN INSIGHTS

- Listen
- Observe
- Ask
- Immerse



## RESEARCH

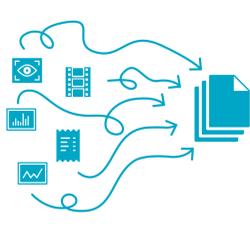
- QUANTITATIVE
- QUALITATIVE

Needs  
Barriers  
Triggers

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

3

## SYNTHETIZE ALL INSIGHTS



## KEY CUSTOMER PROBLEM

- ⚠ PAIN-POINTS
- 😊 OPPORTUNITIES



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

4

## CO-CREATION WORKSHOP

### GENERATE NEW IDEAS



### IDEATE BENEFITS & REASONS TO BELIEVE



### IDEAS FOR VALUE PROPOSITIONS



Assess your ideas to ensure consistency in your decision process.

5

## VALIDATION



- Is it relevant?
- is it unique?
- does it fit equity?
- is it sustainable?

- ✓ Sanity Check
- ✓ Feasibility

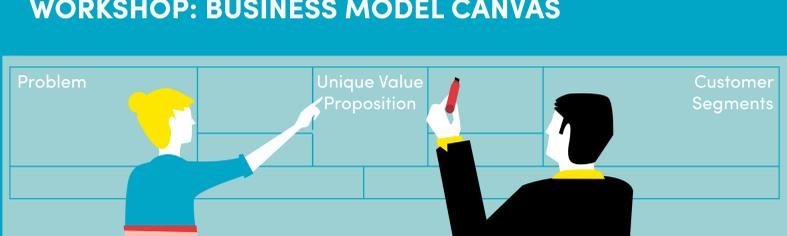


Customer-centric Value Proposition

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

### STORYBOARD



### TEST WITH CUSTOMERS



### GAIN INSIGHTS



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  
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