Ideation Report – CustomerFirst

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Idea of the Project, the Primary Aim, and Purpose of the Application

The name of this web/mobile application is called "CustomerFirst".

Look around the electronics that you are using in your house,
- Have you wonder if all of them are safe to be used because some of them are being recalled but you are not aware of?
- What about some of the cool nice features that your electronics possess but you are not aware of because you have never bothered to look into the manuals?
- When you are considering to buy an electronic, would it be nice to check on the user experience from people who own the products before you buy it?
- Would you be more comfortable to buy an electronic from a manufacturer that is willing to stand behind its products by maintaining an outstanding post sales communication channel with customers with transparency?
- Would it be great to be on a platform where a manufacturers can gain loyalty of current customers while attracting new ones through strong post sales customer services?
- Would it be amazing to have a SINGLE platform for customers to keep themselves up to date with news of products they own from MULTIPLE manufacturers?

This is what the application "CustomerFirst" is designed for! On one hand, it gives product user a piece of mind by keeping up to date with the latest product news, recalls, and user reviews on all products a user own. On the other hand, it gives a manufacture a platform to continuously provide post sales services to current customers and attracting new ones with transparent communication channel.

Expected Features

The application "CustomerFirst" will provide the following key features:
- The application's home page that all participated manufacturers are listed.
- A product page that contains a list of products provided by a manufacturer.
- A product detail page and a button to include this product as "My Product" for a user.
- An alert panel that provides messages about product recalls announced by a manufacturer.
- A forum where both manufacturer and users of a product shares ideas of that product.
- A product review page with user feedbacks provided by users.
- A page where all electronics a user own are listed.

Survey of Related Ideas

While there are plenty of CRM tools/applications that provides a channel for a SINGLE service provider/merchant/manufacturer to maintain relationship with customers, I haven't seen a tool or an

application that is able to provide SINGLE platform for users to keep themselves up to date with the latest news of products provided by MULTIPLE manufacturers. I see the application "CustomerFirst" provides a unique value to both users and manufacturers. A platform that creates a real win-win situation for both sides.

References That Support/Inspire the Project Idea

Improving the Customer-Merchant Interaction: A Case Study in Platform Design
6 Platforms Merchants Can Use for Real-Time Customer Interaction
3 Ways To Show Customers That You Care