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01

# 5 Working Backwards Questions

*5 Working Backwards  
Questions*

*Storyboard and  
Empathy Map*

*Solution  
Press Release*

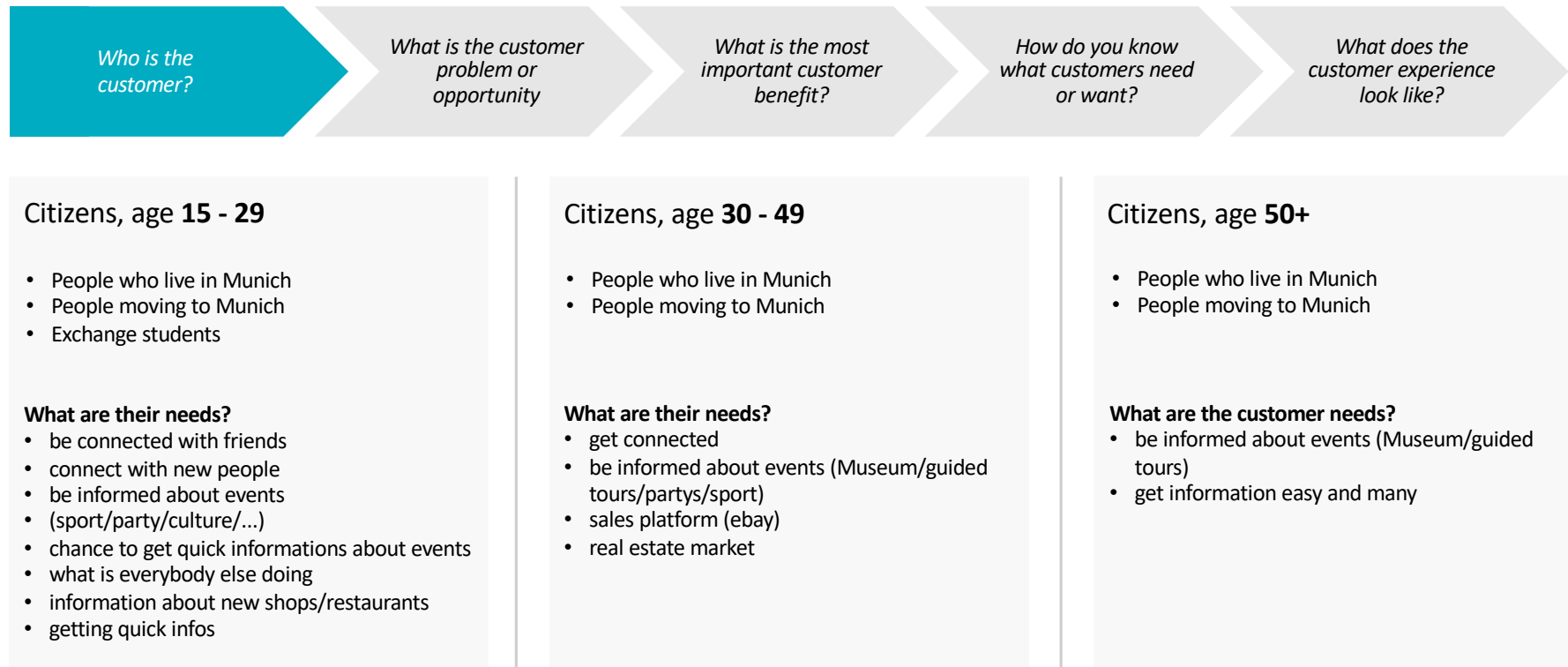
*Solution FAQs*

*Solution Prototype*

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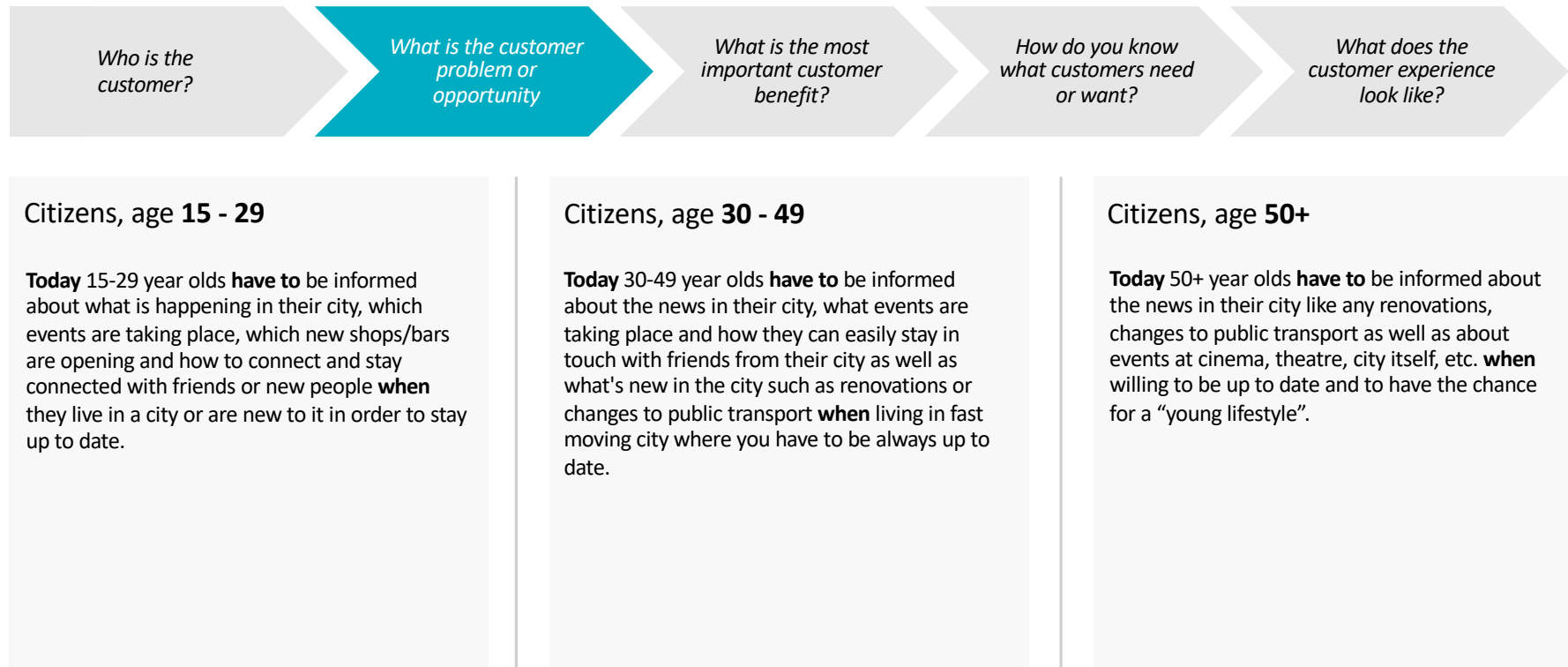
## 5 Working Backwards Questions

# CUSTOMER.



## 5 Working Backwards Questions

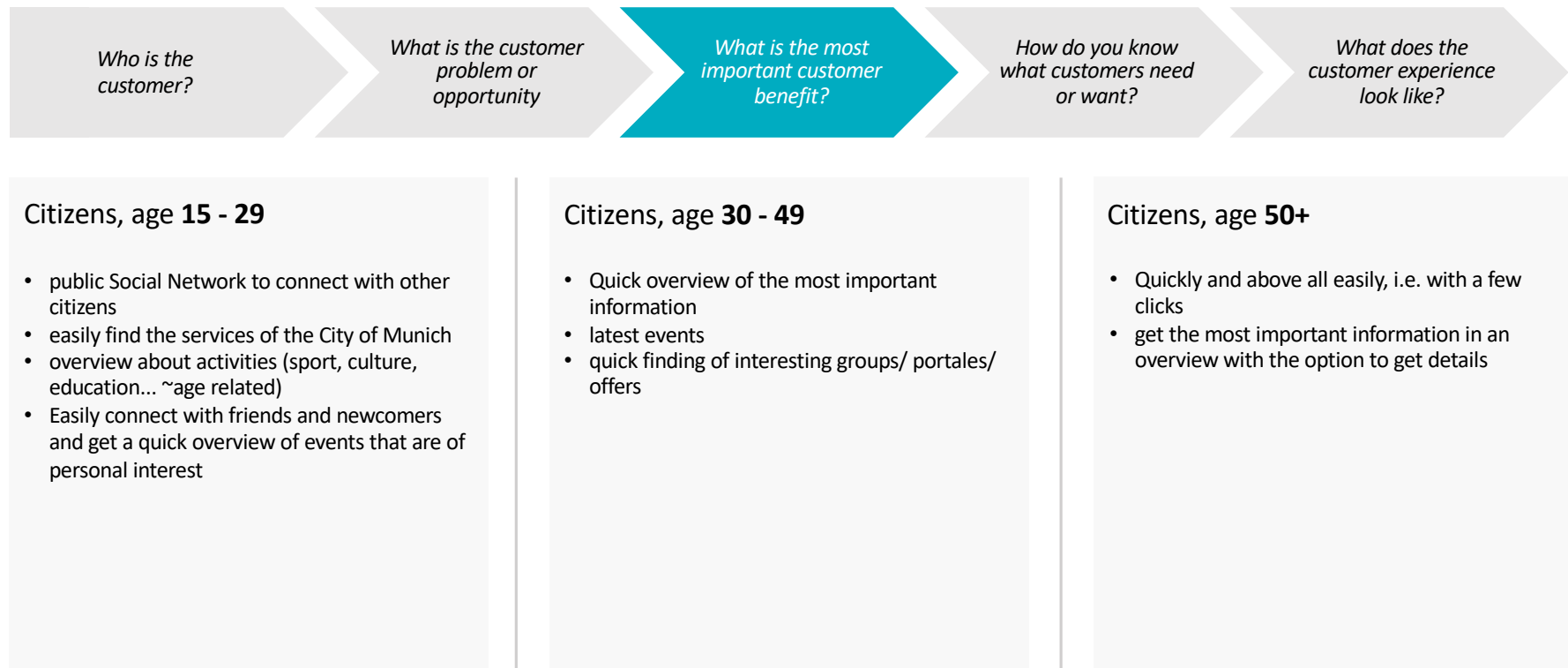
# CUSTOMER PROBLEMS/OPPORTUNITY.



## 5 Working Backwards Questions

# CUSTOMER BENEFITS.

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## 5 Working Backwards Questions

# CUSTOMER BENEFITS.

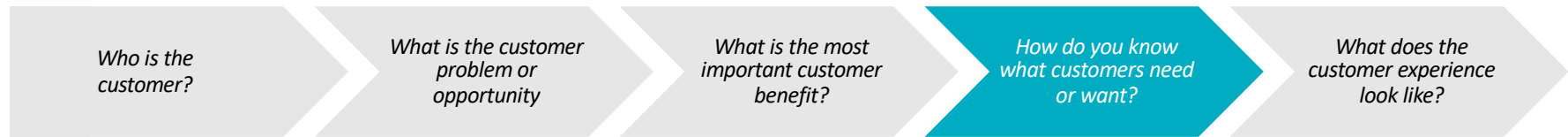


### USPs of ComMunich

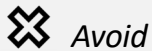


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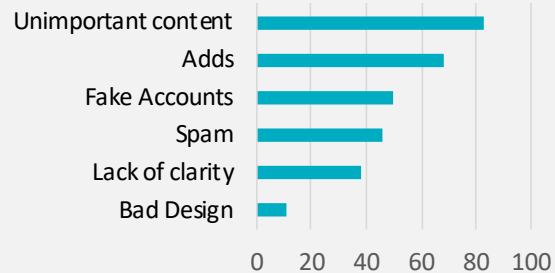
# CUSTOMER NEEDS.



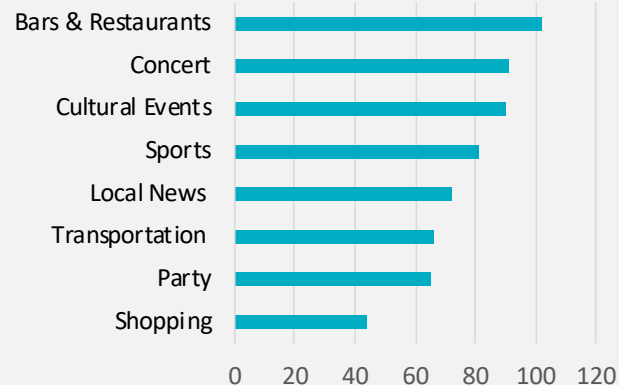
123 Participants  
of each target group



**Avoid**



**Requested**



**Special Features**

- prioritizing options of topics/persons
- favorites page like a kind of pinboard with note option
- Online MVV Tickets
- Partner exchange
- view over bicycle roads
- Neighborhood help

## 5 Working Backwards Questions

# CUSTOMER EXPERIENCE.

*Who is the customer?*

*What is the customer problem or opportunity*

*What is the most important customer benefit?*

*How do you know what customers need or want?*

*What does the customer experience look like?*

