For Scale-ups Struggling with:

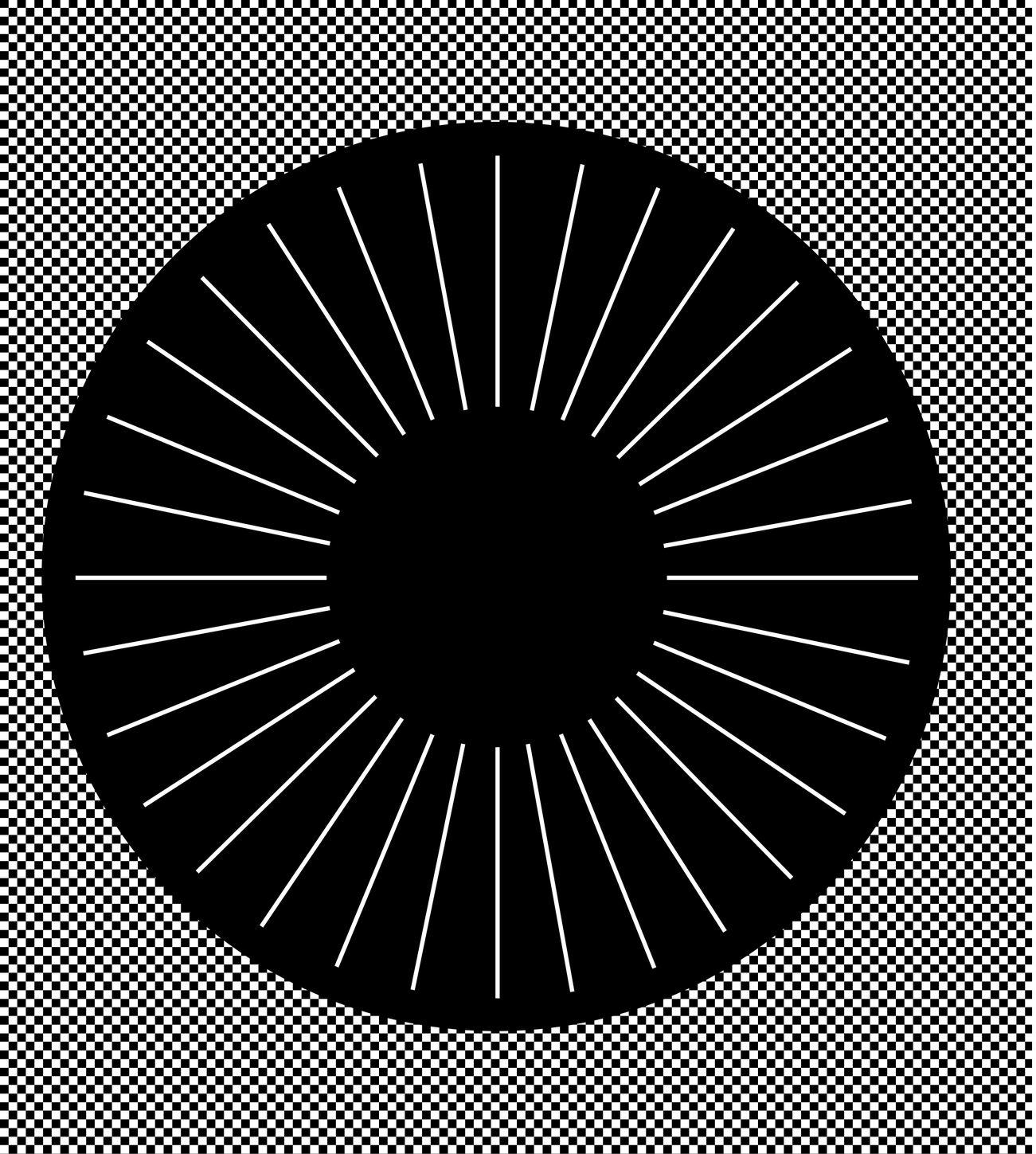
Product Growth Playbook

- White Label Partnerships
- User Retention
- Product Modernization
- & an intense Competitive Landscape

this playbook is for you.

Hello 👋 I'm Alexandra and I have two assumptions before I start this playbook...

1. That you are a B2B Scale up.
2. That you might have a white label solution.



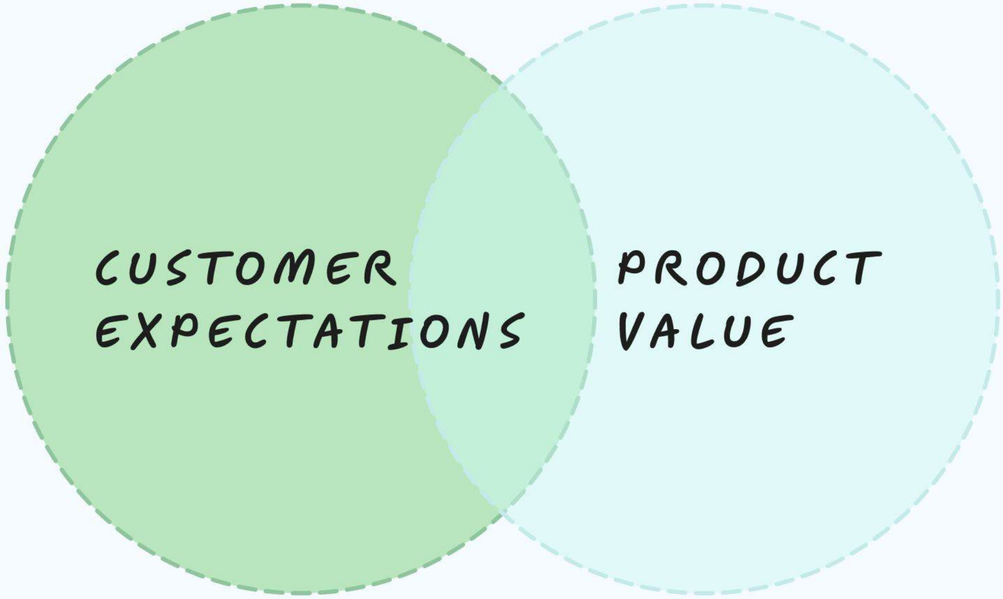
In this playbook, I talk a lot about the end customer.

Your customer's customer. Because success means your customer is happy giving a good service to their customer. okay? A little confusing, so I hope you're with me. Let's go!

Stop the Churn. *with these 5 product methods.* Fast. Effective & Timeless.

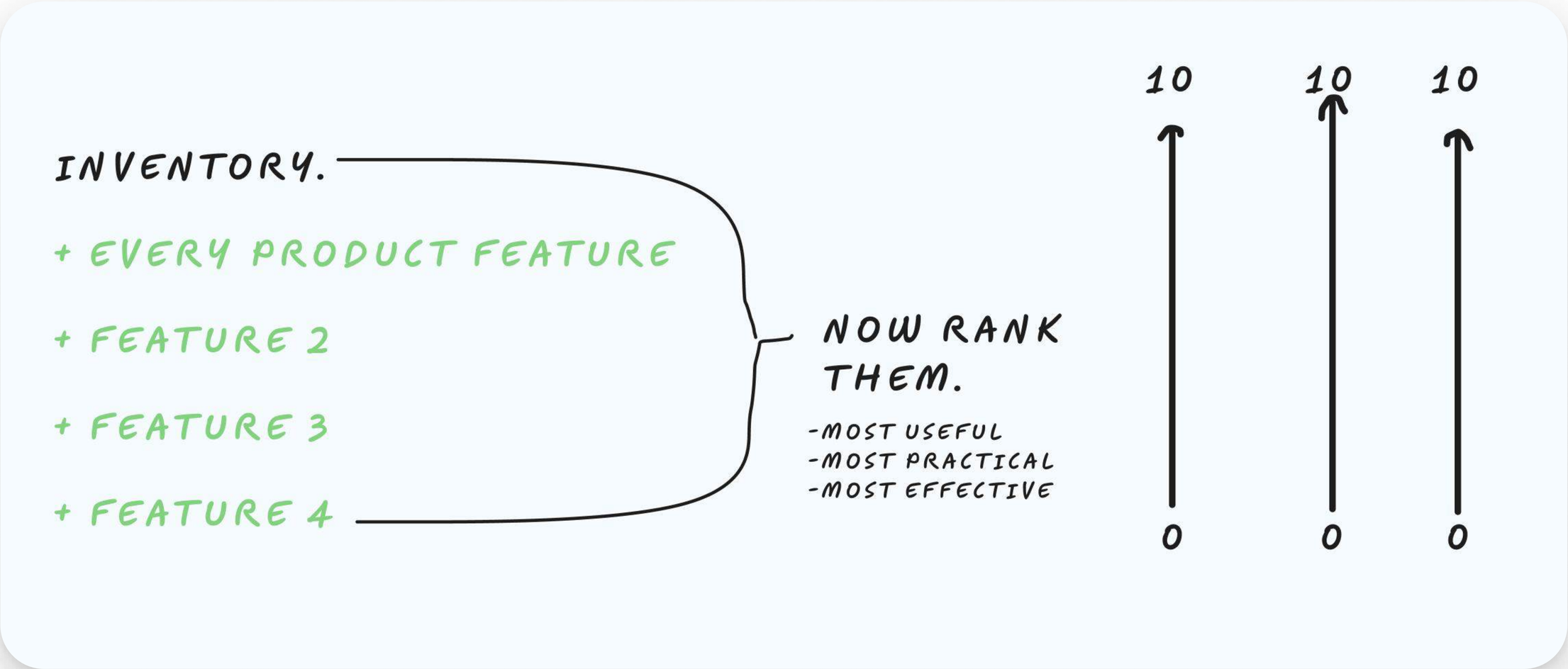
Resource by Alexandra Grisanti · alexandrapgrisanti.co

Method 1. *-Expectations versus Value-* Evaluation.



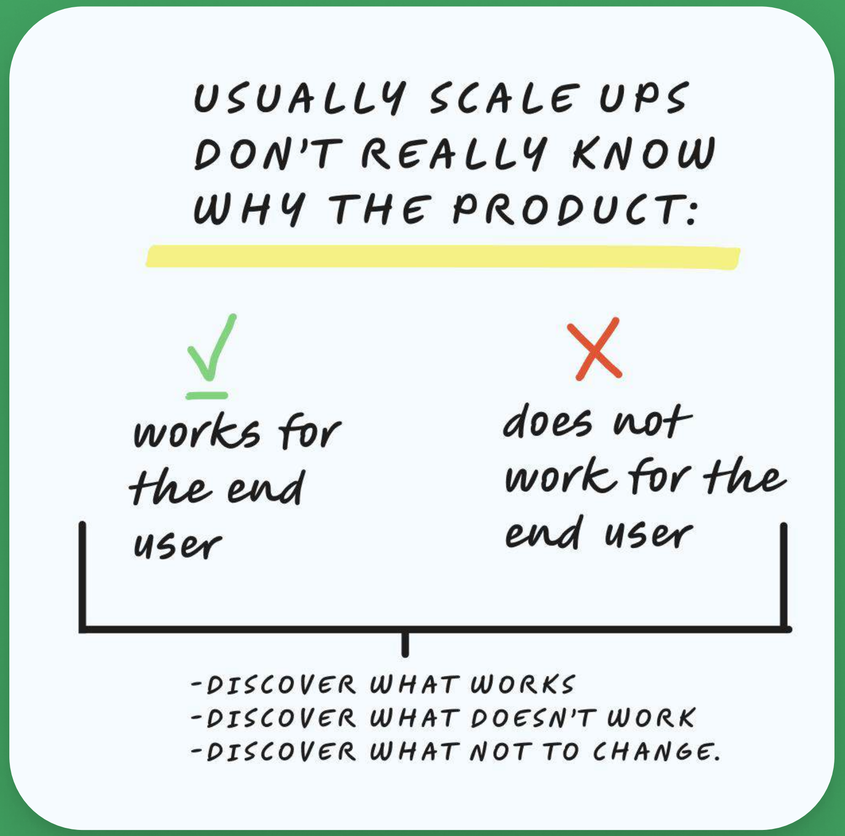
When should you use this method?

If you're thinking this: "If the churn stays high, our valuation won't grow." Than this is the method for you.



How do you do this?

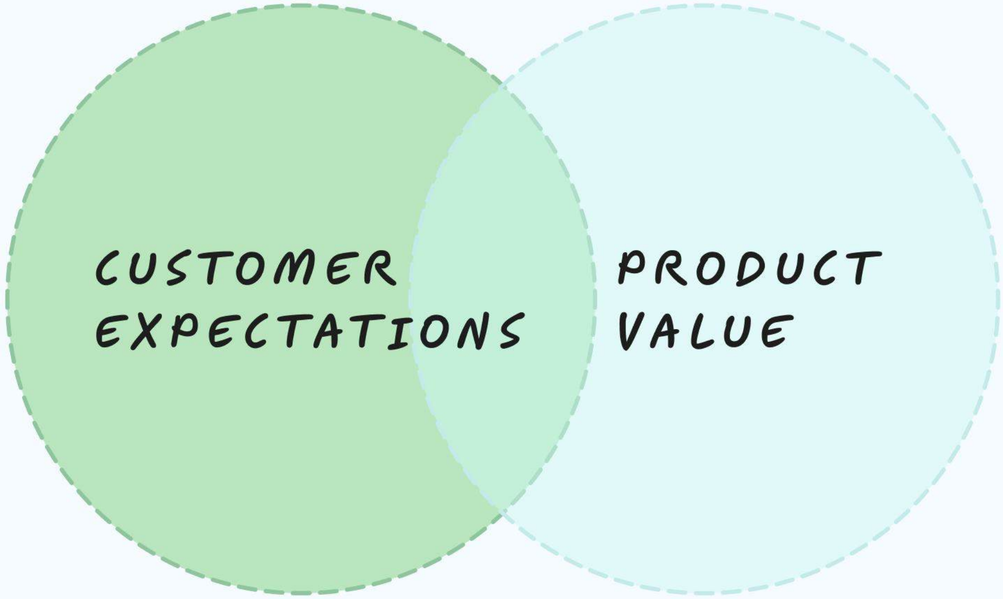
#1 INTERNAL ASSUMPTION FINDING.



Do the user's (the end customers) agree with your team?

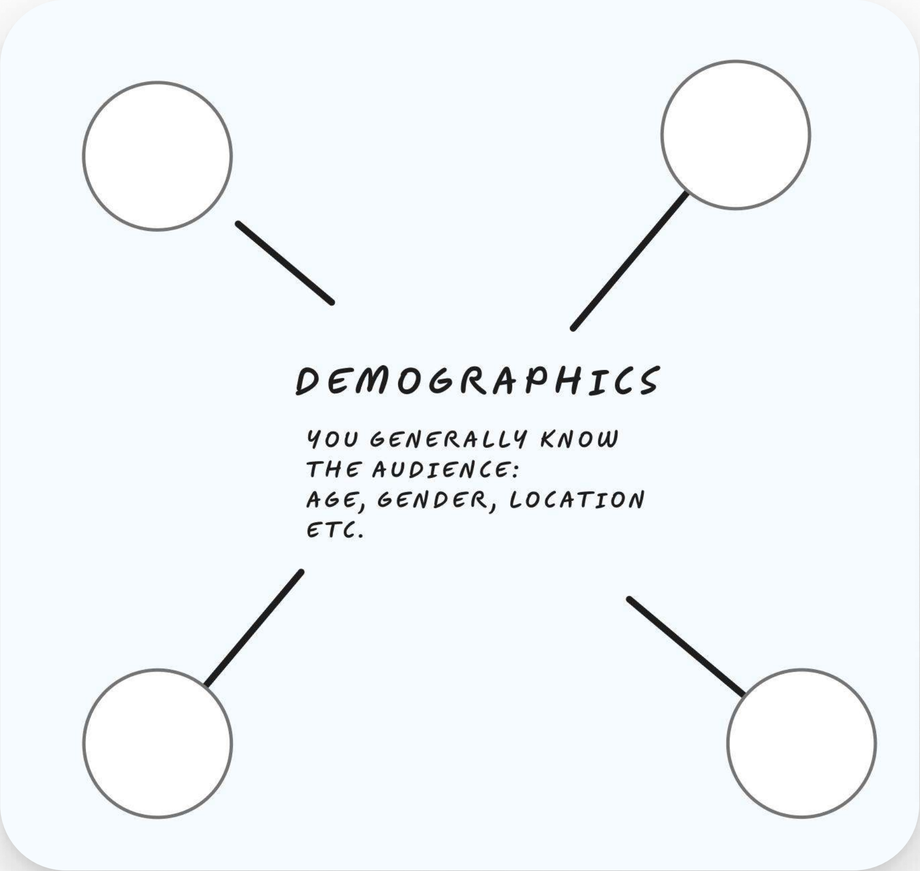
How do they rank the features?

Method 2.
fine tuning Market Fit



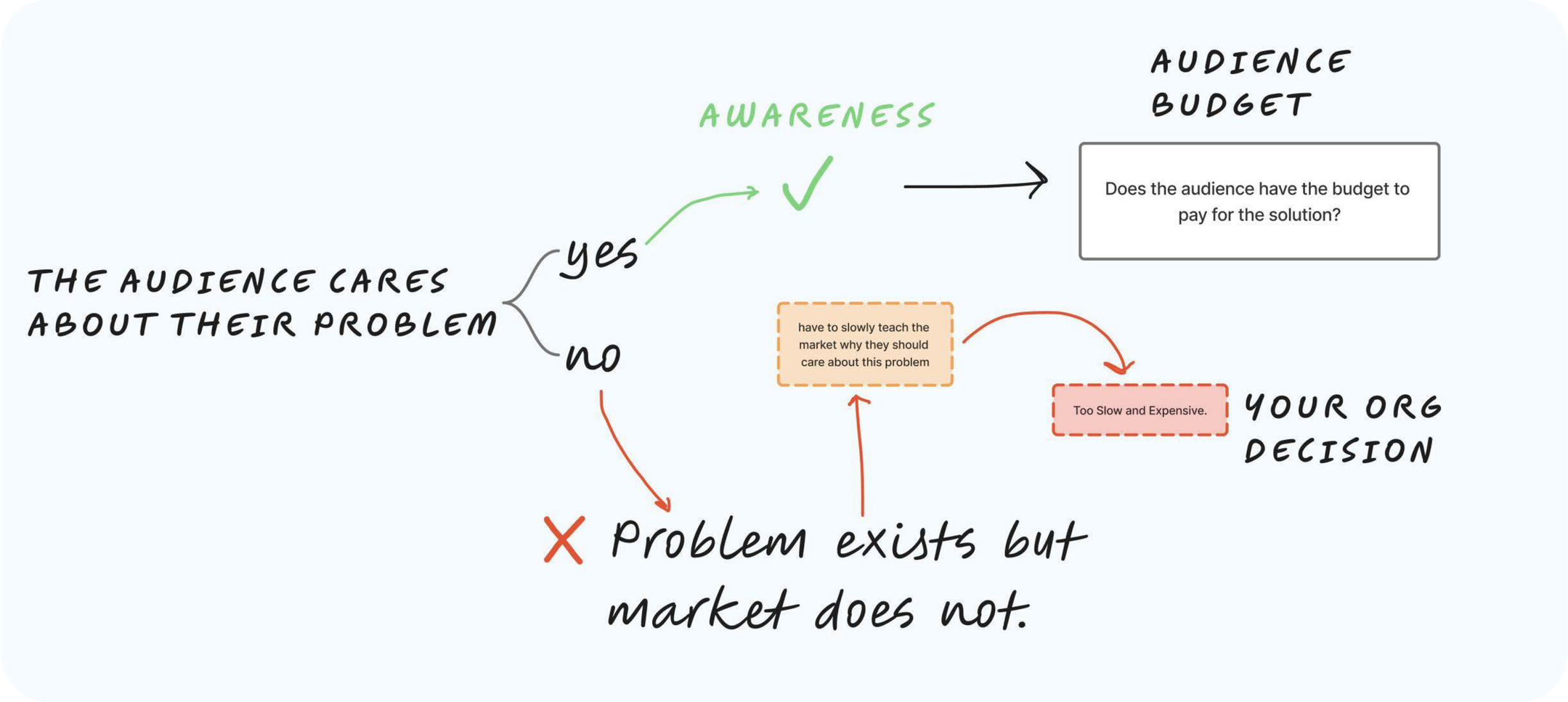
When should you use this method?

When you have found the gaps between product experience and user behaviour, you can begin to fine tune what the user is enjoying or needing.



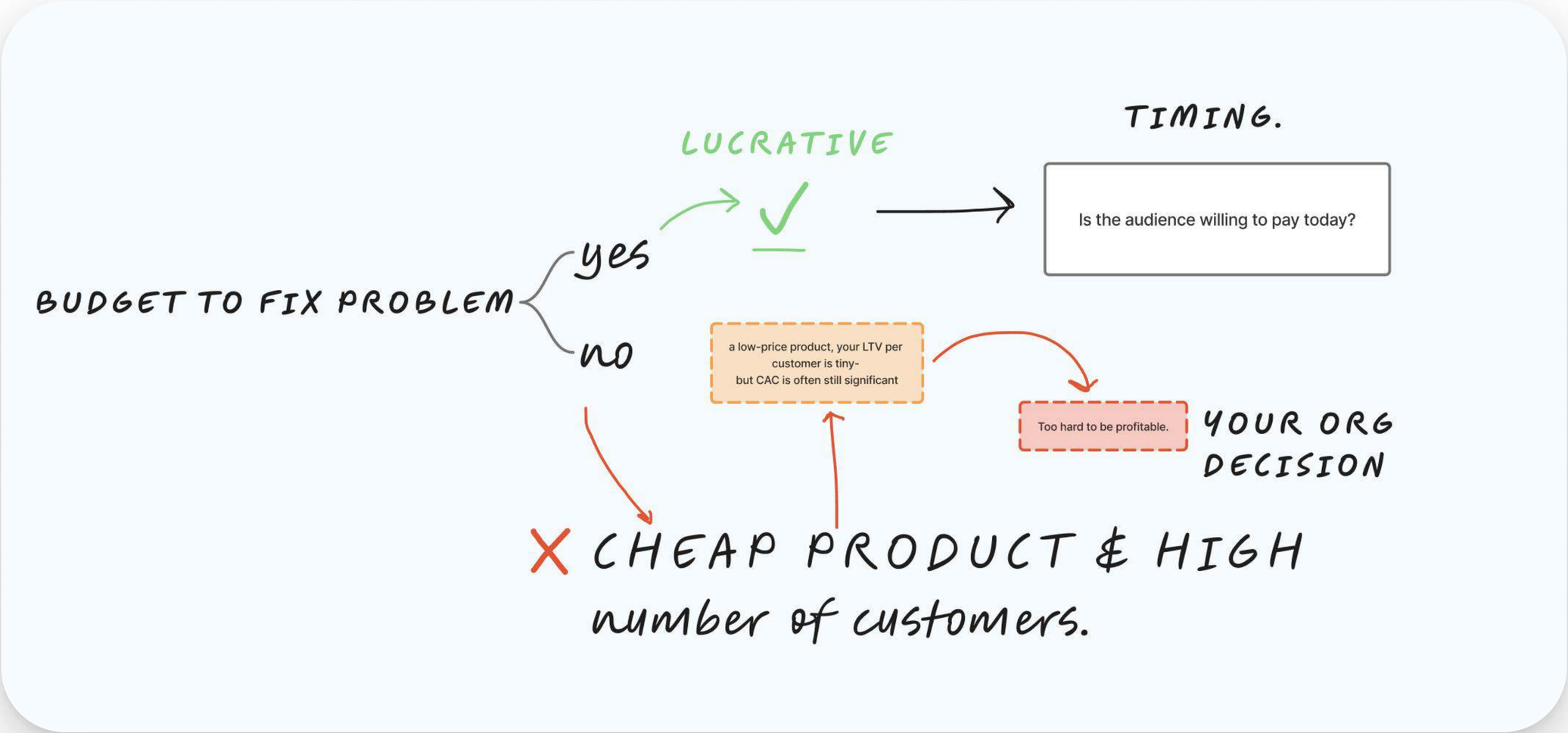
How do you do this?

Validate with a market desirability survey.



Value Prop

FLOW CHART.



Value Prop

FLOW CHART.

Then there is a Good Market Viability

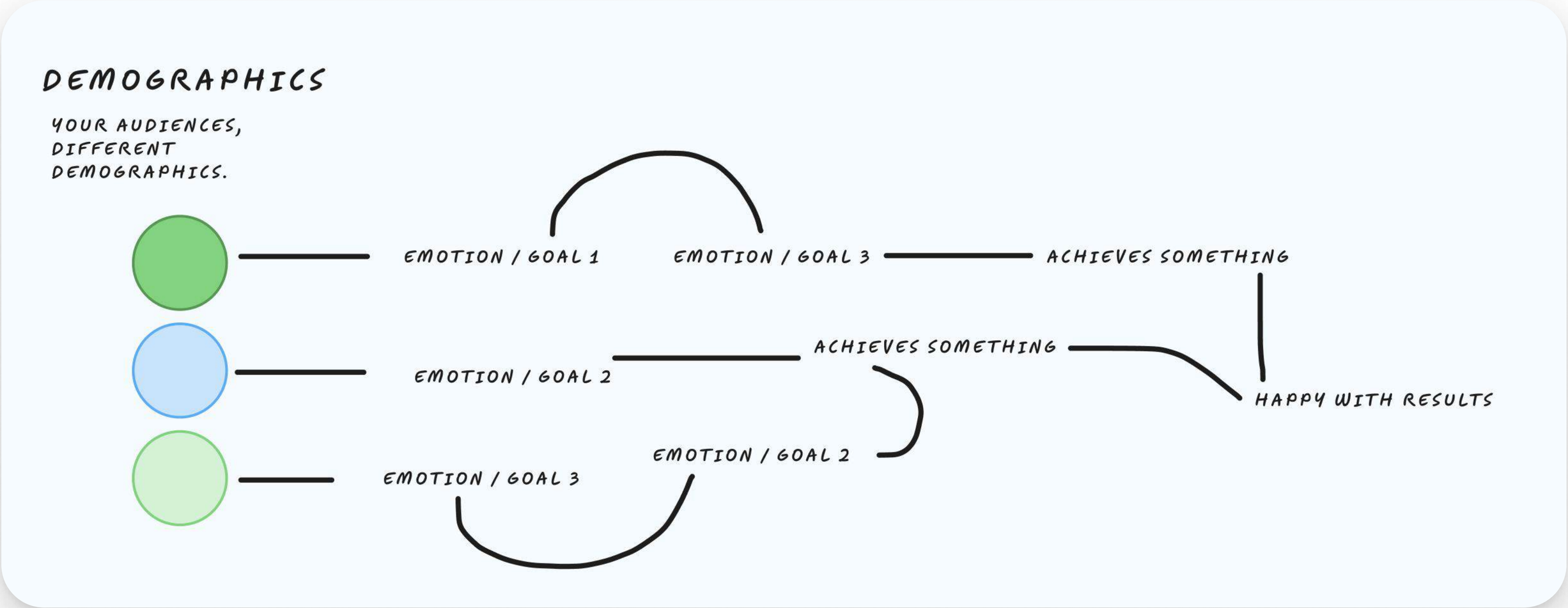
You want to add more value by building upon things the users already likes about the product.

(In general)
Time spent using the product = the Product's Value.

Method 3.
User Mapping the journeys.

When should you use this method?

When you have identified several refinements of the product that will give the user's more value/ increase retention.



User Journeys

DIFFERENT DEMOGRAPHICS, THEIR GOALS AND HOW THEY GET THERE. EACH TOUCHPOINT.

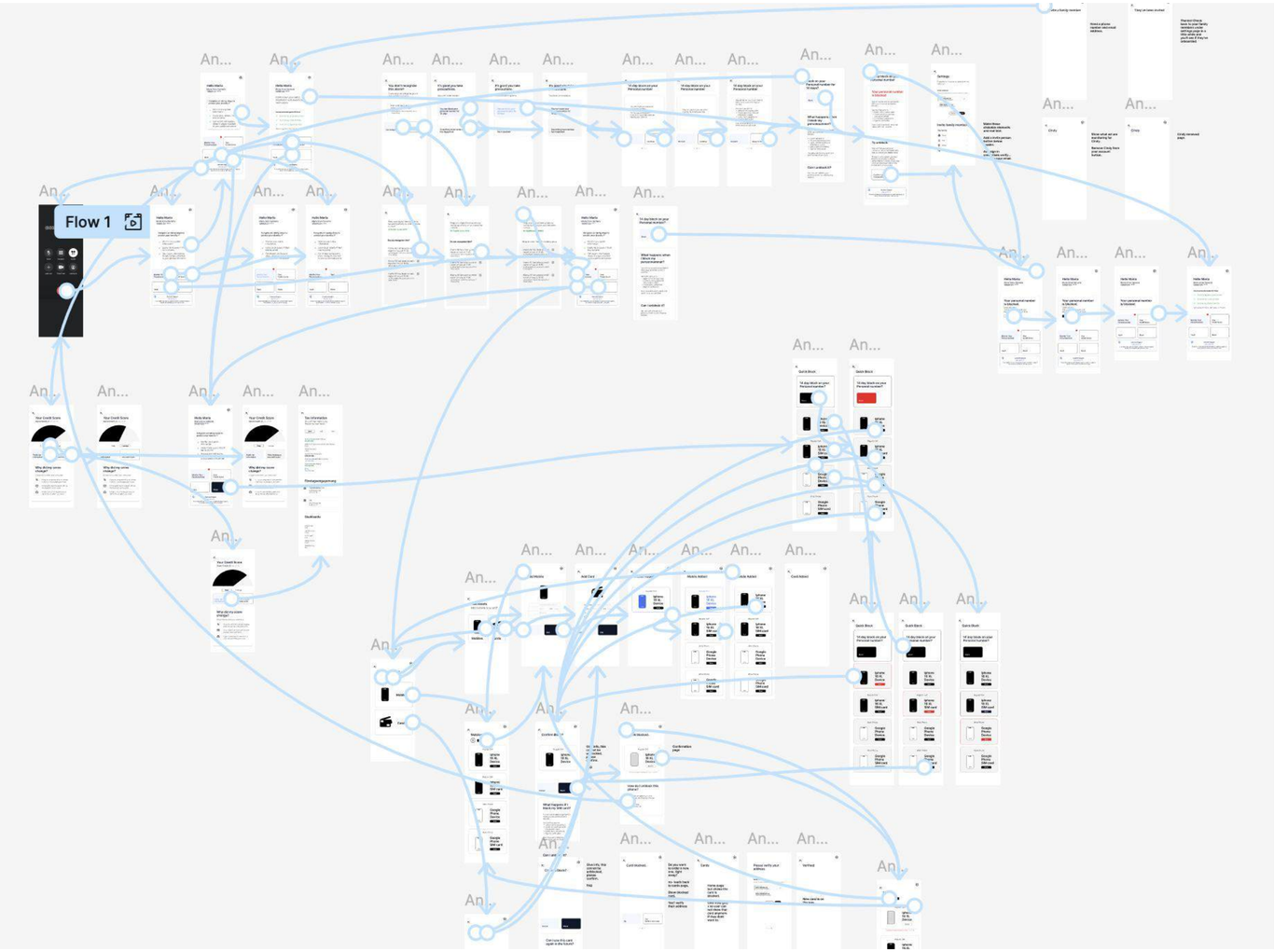
If you need the basics on how to design user journeys, I hope this youtube video helps.

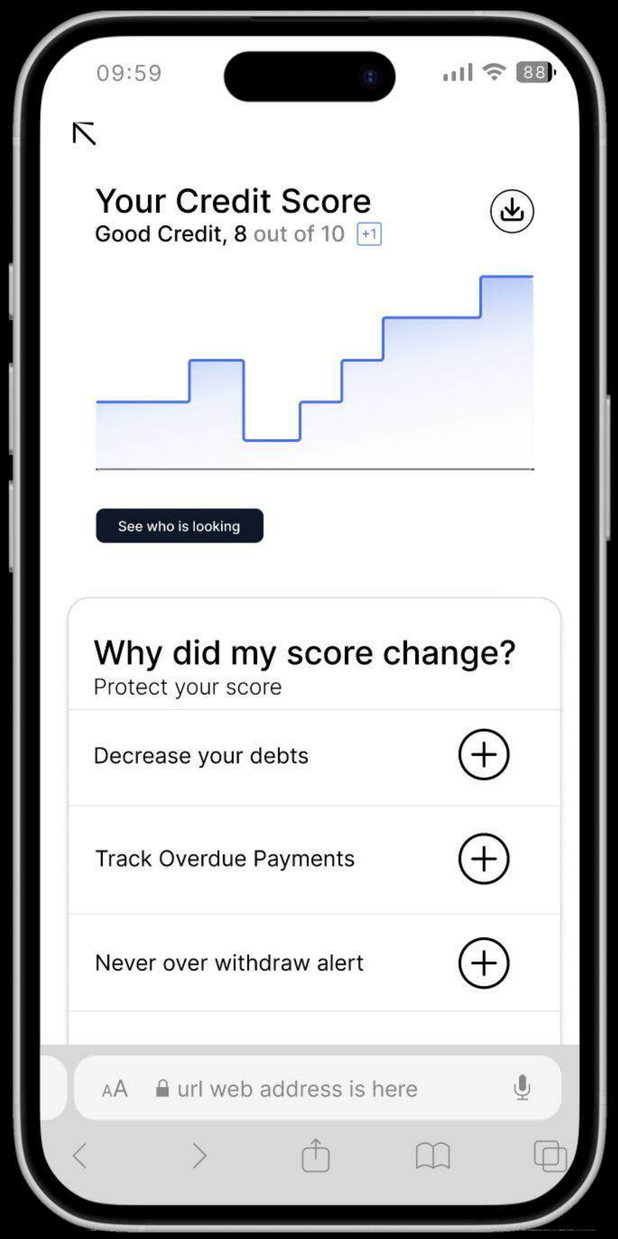
Skip to 00:58 in the video, sketching the customer journey.

Ignore from 01:35 to the end.

Method 4.
Validate the new User Journeys

You cannot assume that now that you think you have increased the value of the product, that you have actually done that. You must validate the new journey or you can make the product worse.





Build an interactive prototype.

or a few prototypes if you have different user journey ideas & test them.

Did the users understand this product?

Did they think it was useful? What is it useful for?

Did it satisfied the needs you found in Method 2?

Method 5. *Take it all apart.* Staging.

Now you can slice this into small pieces and parts.

You have enough evidence, proof and direction to excite your partners again. You can start increasing value with every sprint.

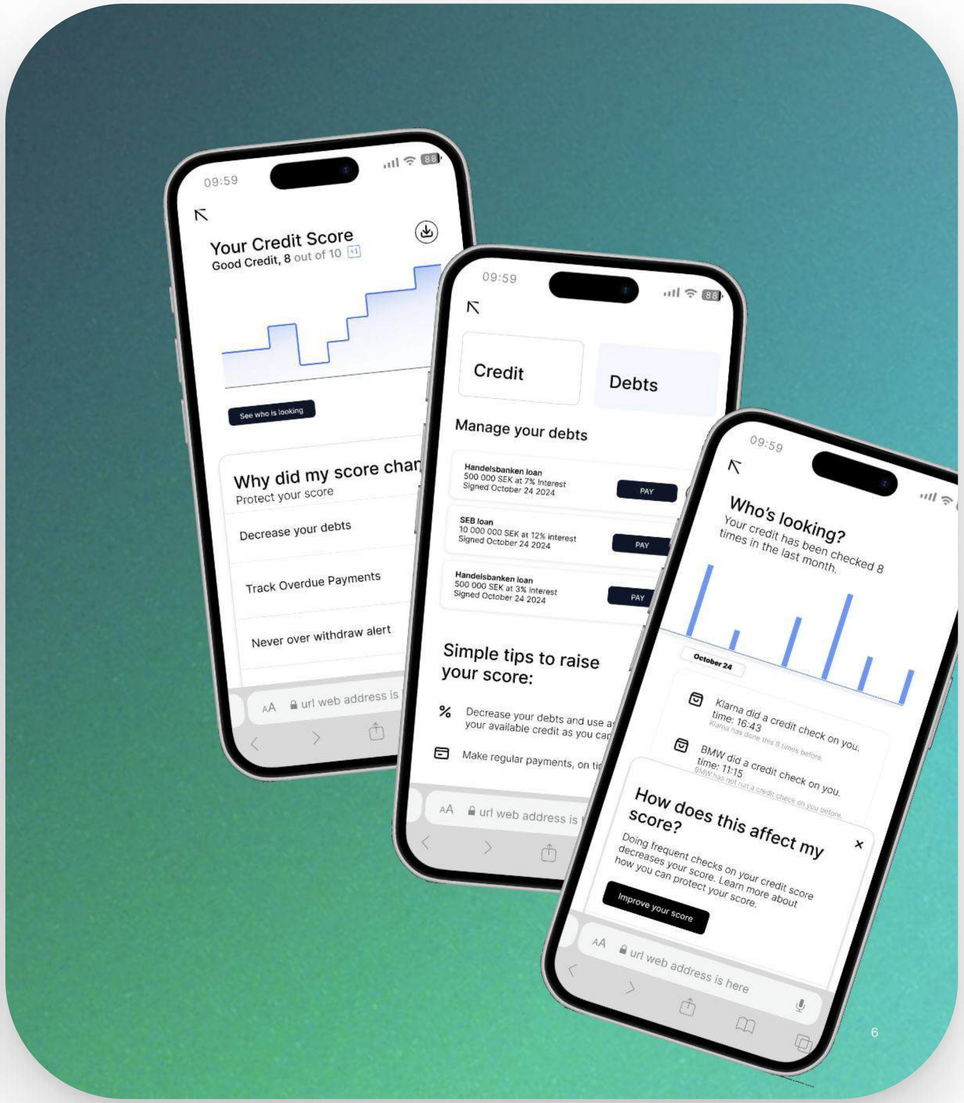
NOW YOU KNOW:

✓ WHAT WORKS ABOUT THE ORIGINAL PRODUCT

✗ WHAT HURTS & HOW TO FIX IT.

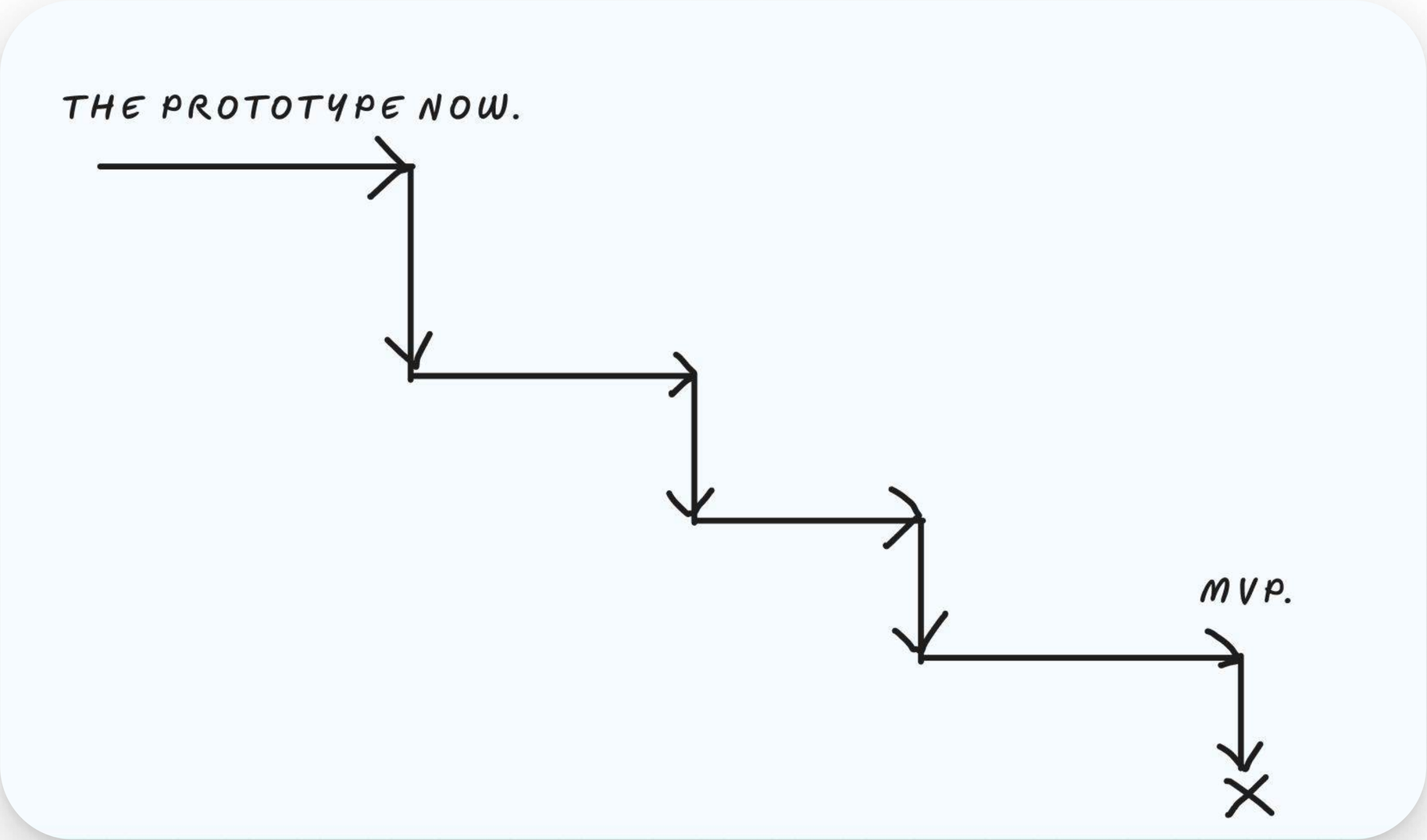
✓ WHAT THE CUSTOMER WANTS!

✓ WHAT WILL INCREASE LTV



You found traction & direction.

PRODUCT VISION, VERIFIED VALUE INCREASE, VERIFIED RETENTION.



Break it down.

INTO SMALL ITERATIONS AND DEVELOPMENT PIECES.

Hope this helps!
5 product methods to stop the churn.

Monitum DJUNGO GROWTH HEUBEL zwapgrid Future FOOD Makers FLOWER

Hello! I'm *Alexandra.*

Product designer based in Stockholm, Sweden.

Thanks for your time!

Wishing your team all the best! I am here and available if you'd like to collaborate on something.