

Recap & Brainstormer's Cheatsheet

- What to Remember about Offering & Design

RECAP

Here are the important things to remember for this part:

- Most companies innovate on the “Product” itself: better features, better performance, etc. But this also makes it the most competitive area to innovate in! This is why it’s much easier to innovate on the other aspects of your business model.
- A more and more common way to innovate on the product is to actually innovate on its Design.
- Design comprises everything that has to do with the **visual design** and the **way a product is used**.
- Visual design is the most obvious. Examples: a more beautiful car (Tesla), a more beautiful and slick phone (iPhone), a better looking vacuum cleaner (Dyson) and a sexier thermostat (Nest).
- Visual design is also extremely important when it comes to **User Interfaces** of websites, mobile apps, software, etc. Examples: a simple and intuitive accounting software (Zefyr), a more pleasant font and text structure to read articles (Medium), an easier way to find a lover by swiping left or right (Tinder) and a much easier way to order a car ride with a tap of a button (Uber). Today, old, cluttered and slow interfaces are doomed.
- You can also “Design” a different and better way to use a product. Airbnb managed to increase trust between people using design (a great review system for both guests and hosts which forces people to behave well to each other). The point is to increase **Customer Experience** (“User experience” refers more to the user of a digital product, but generally everything can be put under the name “Customer”). This means

delivering a better experience to your clients. To do this, you can look at each step of the delivery of a product and see where there are problems. For example, Uber noticed many problems with taxis: finding a phone number to call a taxi company, explain them your address, pay in cash and give tips, etc. This is all bad customer experience and Uber solved all these problems by designing a better one.

BRAINSTORMER'S CHEATSHEET

Here is a list of questions that will help you brainstorm about the Offering & Design blocks:

Offering innovation:

- What is your product and is it **unique** compared to the competition? How could you make it unique?
- Can you increase the **performance** of your product?
- Can you make it more **sustainable** and eco-friendly?
- Can you make your product work together with another complementary product?
- Can you add a **new service** in addition to your main product?

Design innovation:

- Can you make your product **more beautiful**? Look at the competition and the standard in your industry and assess whether these products could be **more visually appealing**.
- Can you make your product **more intuitive** and **easy to use** than the others? Can you improve the **user interface** to do that? Can you make a simpler and **more intuitive design**?

Break down the customer journey process:

- Can you **improve the user/customer experience by reducing friction**? Can you identify and **eliminate unnecessary steps** in the customer's journey, from the purchase to the actual use of the product? Try to **simplify everything**.

Ask yourself: if you were the customer, what would bother you in the product: product discovery process, purchasing process, usage process? Or make a survey among your customers themselves to find out where are the hurdles to customer experience.

- What is the **biggest obstacle** to the purchase of your product? What are customers **afraid of**? How can you get around it, do something to **erase this friction**?
- What are your customers missing? Did the trends and customer expectations change? What important features, service could you add to your product so that nothing is missing and that **your product answers all the current standards**?
- Can you come up with an **innovative concept/theme** that will differentiate you from competition?
- Identify, remember and write down all the **negative experiences** your customers had, and find ways to make sure to avoid these situations in the future.