

- △ **When to use it:** This is the first thing we do whenever we start working on a project, whether it's for an established offering or something completely new.
- ★ **The benefit:** To create a great customer experience you need to start with a clear proposition. Answering these questions forces you to think about what your customer wants, what you want to achieve from the product or service as a business, and what makes you different from the competition. Even if you think you know all the answers, writing them down forces you to think it through, and you might find that members of the team don't share a common understanding.
- ✓ **You've got it right when:** Your whole team is agreed on the proposition, you all agree that it has a viable place in the market, and that customers will easily be able to justify choosing this offering over another. Good luck with your project!

AUTHOR: _____ **DATE:** _____ **PROJECT:** _____

1. Do all your customers have the same basic objectives in using this product or service? What are they? How do they differ?

Answering this question is the first step towards identifying whether there are one or many kinds of customer who might use this offering. You may find that all customers want the same thing, or that there are different kinds of customer whose requirements must be satisfied. The worksheet **What do your customers want to achieve?** answers this in more detail, so keep it quite high-level here.

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2. What rationales will the customer use to justify choosing you over a competitor?

Every great business has a clear set of rationales for why people choose their products or services. These rationales are communicated unambiguously through every interaction. Defining these rationales from the outset makes the design process more efficient.

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3. What are the business objectives that this product or service must accomplish?

Answering this gives you clear success criteria to use as a basis for decision-making. Too often projects fail because they didn't define what success looked like before they started.

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4. If your brand, product or service is the answer, what is the question?

Phrasing your business proposition as the answer to a question forces you to be clear about the problem you are solving for the customer. It also forces you to be concise about what the proposition is really about.

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➔ **What next?** Once you've completed this and you're happy with it, it's time to make sure your product or service accurately reflects the customer's identity. To do this, use the worksheet **What makes your brand appealing?**