2B Learn   THE CUSTOMER'S POINT OF VIEW

What does your service look like from the customer's point of view? Where are the bottlenecks in the service?

> Try to list the things, needs or goals that your customers seek to accomplish through your service. Go through the customer's service pathway and think about which points produce good experiences and where customer's major challenges and bottlenecks are located.

♥ **This is what the customer appreciates:**

☹ **These are the customer's challenges:**

How is customer value created?

> What factors lead to customers recommending your service?

Choose the most important development objectives and form questions about them.

> TOP 3 customer experience problems to be solved / development objectives. E.g., the customers feel the service is too expensive.

> Questions regarding the development objectives.
> E.g., how could the value of the service be increased?
> How could doing and experiencing things together be emphasized?

1.
2.
3.

1.
2.
3.

Adopted from "SDT - Service Design Toolkit, JAMK University of Applied Sciences, www.sdt.fi