**CX Design Thinking Toolkit II**

**Intro**: Designing with Empathy.

Going beyond “everyone is a potential customer.”

“The most important single thing is to focus obsessively on the customer. Our goal is to be earth’s most customer-centric company.” —Jeff Bezos

**Icebreaker**: Why do we need to focus so much on the customer?

Segmentation Twins.

**The Ideal Customer:** The multiple angles of customer focus

Empathy Mapping

The “Best” Customer

**The Problem:** Understanding value

Motivation is king

What you do about it

**Getting Attention**: Why are you the best solution?

Unique Value Proposition

**Delivering a Solution**: From MVP to Whole Product

Starting with MVP

Experimentation

Product Roadmap

**Q&A**

Open session