**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