

15. Further Instruments for Customer Analysis, Validation, and Creation

- 1) Measuring Customer Feedback
- 2) Channel Analysis
- 3) Customer Double Funnel
- 4) The Evolving Nested BMC Cactus

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2020-1.1, 12/5/20
<http://st.inf.tu-dresden.de/teaching/saab>

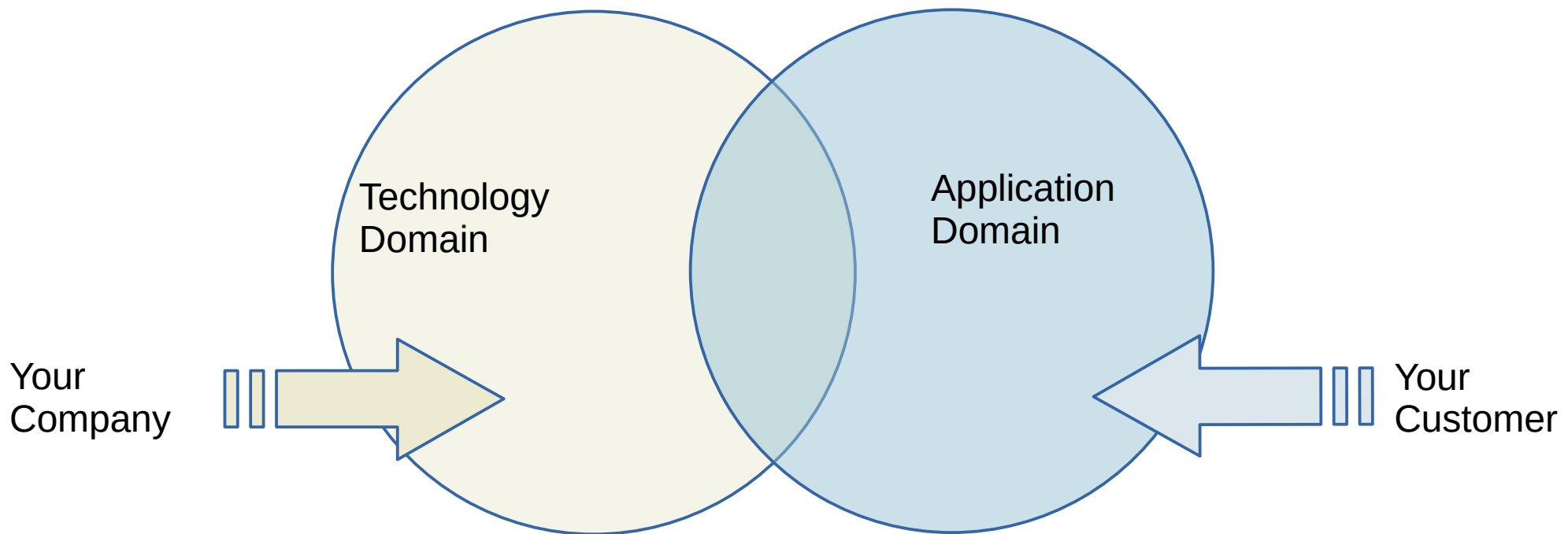
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 - <http://www.daniel-bartel.de/das-handbuch-fuumlr-startups.html>

15.1. Measuring Feedback from Customers in the Domain

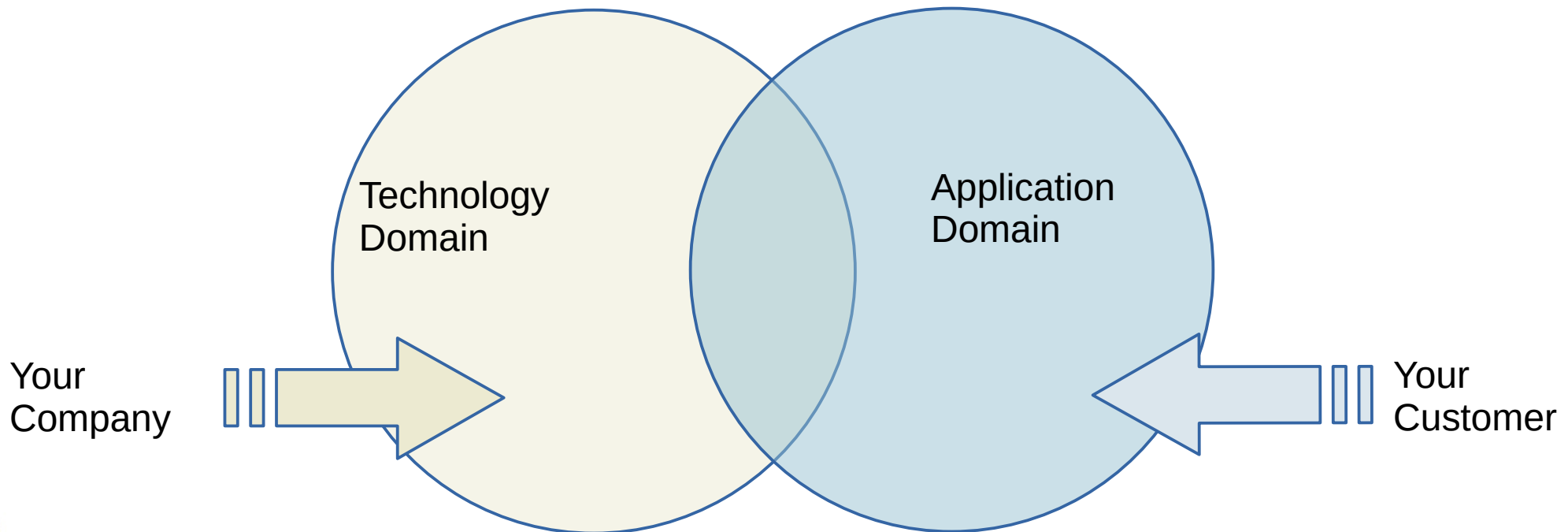
The Problem of How to Talk to your Customer

- ▶ Usually, the employees of a company are *not* domain experts
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Customer Feedback Opportunities

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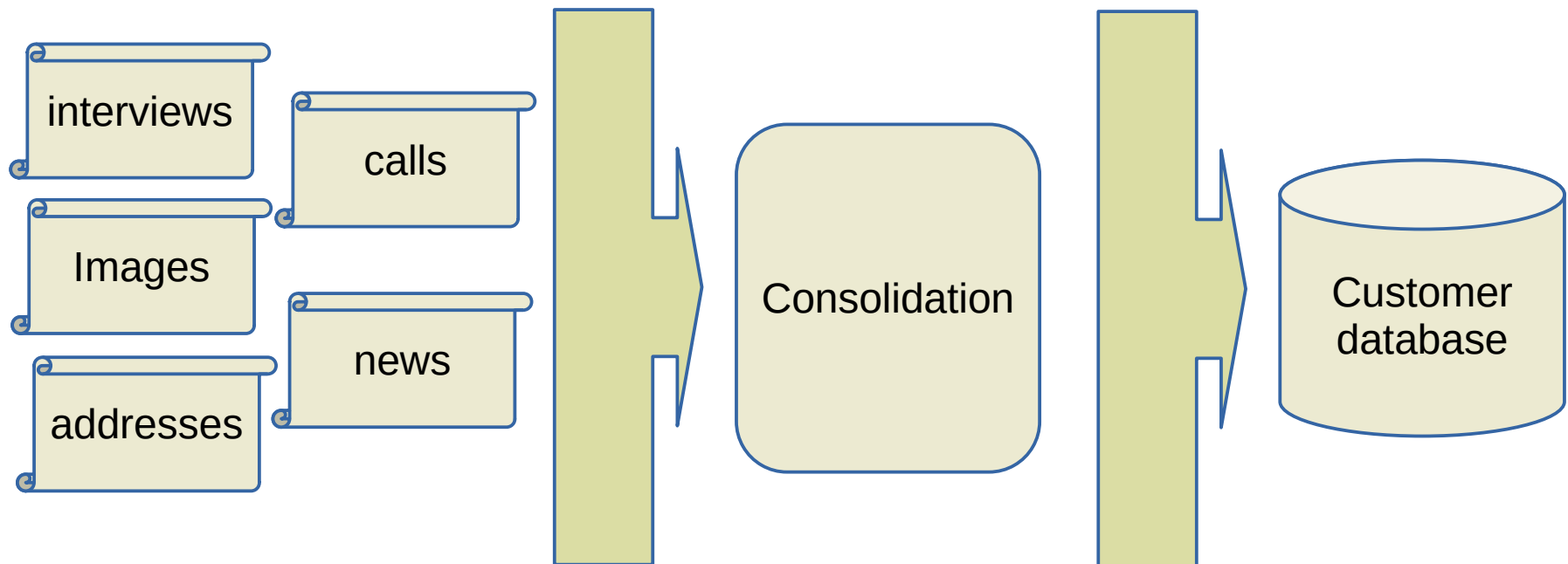


Company-Specific Events as Channels

- ▶ **User Conferences** with product-specific talks
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 - Example: Camline Forum
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- ▶ **At the beer:** customers are honest

Protocols of Customer Contacts in Customer Relationship Management (CRM)

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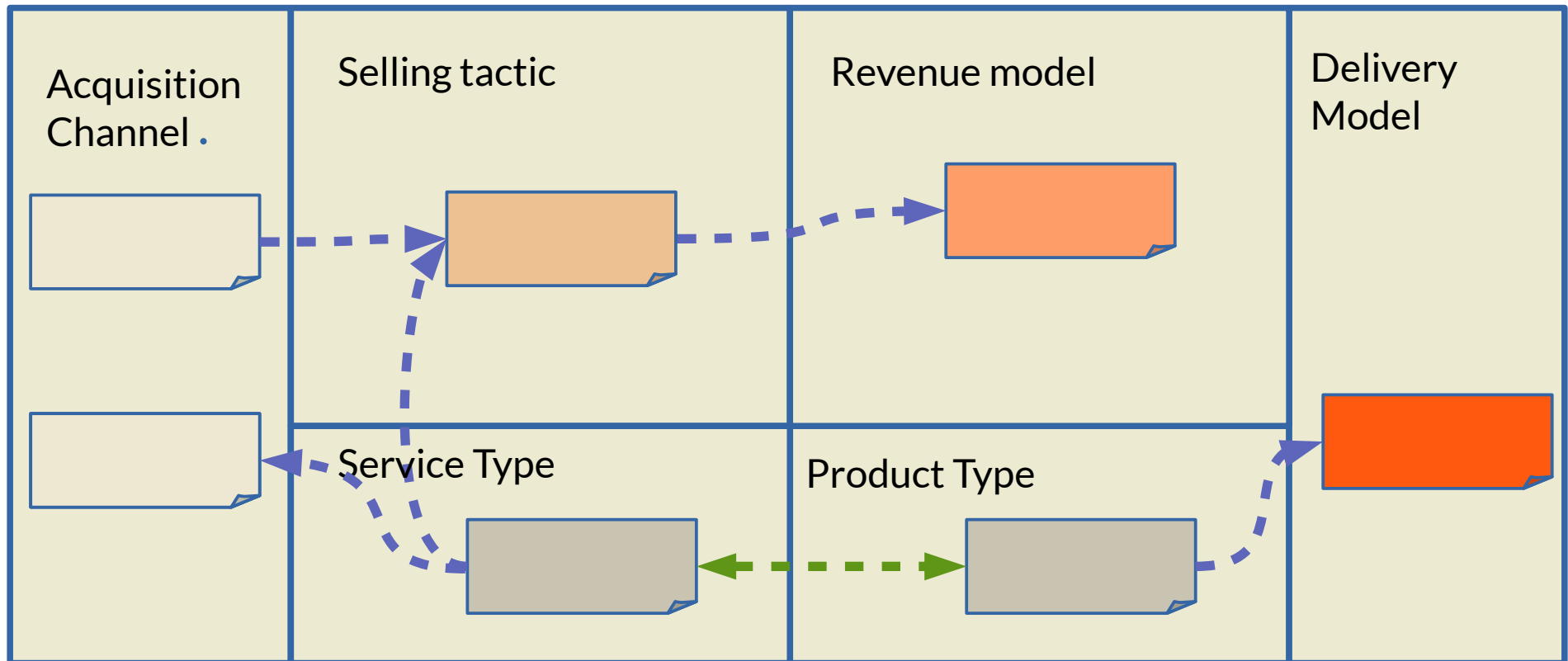


15.2 Channel Analysis

How does your product arrive at the customer?

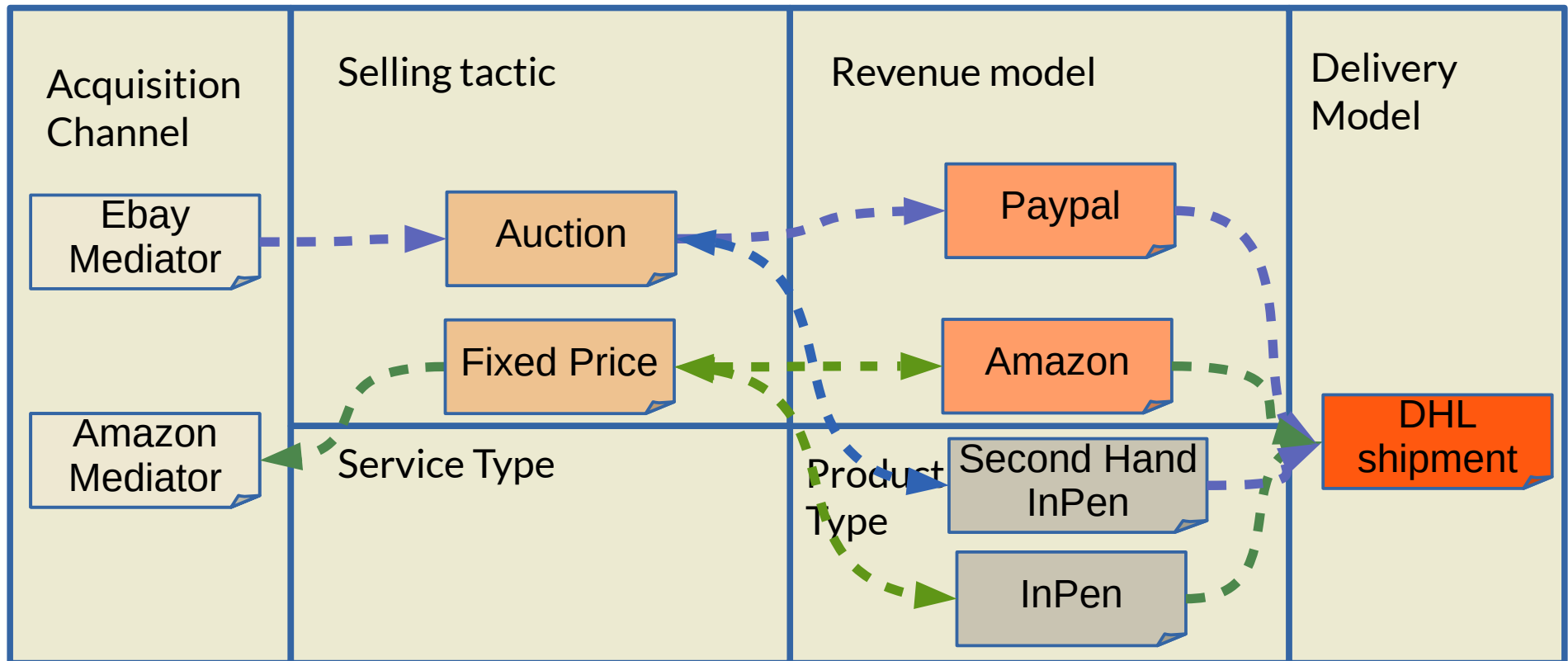
Channel Flipbook Canvas [LeanAnalytics]

- ▶ Put an entry first into the “Product Type” or “Service Type” field, then think about acquisition, selling, revenue, and delivery
- ▶ Subcanvas of BMC for filling Channel and RevenueStream



Example: Channel Flipbook Canvas [LeanAnalytics]

- ▶ Example: selling InPen intelligent pens via Ebay auction or Amazon mediator



Using the Channels of an Ecosystem

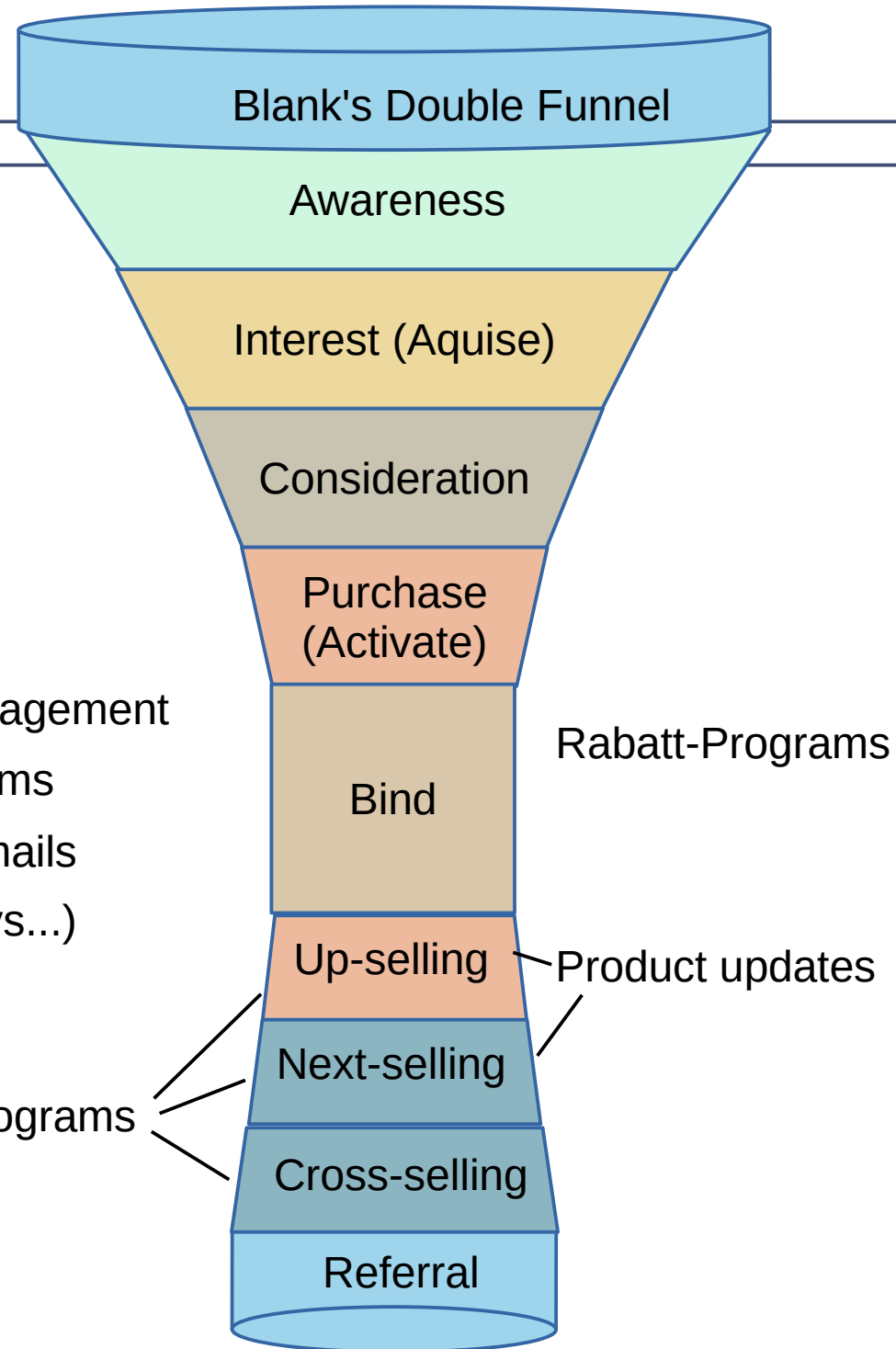
- ▶ Software ecosystems are ecosystems of plugins and their suppliers
- ▶ all supplies sell via the platform and its customers
- ▶ -> very good changes to sell world-wide!
- ▶ Examples: Atlassian, SAP, Appstores, etc.

15.3 Keeping the Customer with Blank's Double-Funnel

How do you *bind* the customer for hot acquisition? (Stammkunde)

Blank/Dorf Double Funnel

- ▶ Cold customer acquisition is 10 times more difficult than **customer binding**



Customer Double Funnel Canvas (Startup Funnel Board)

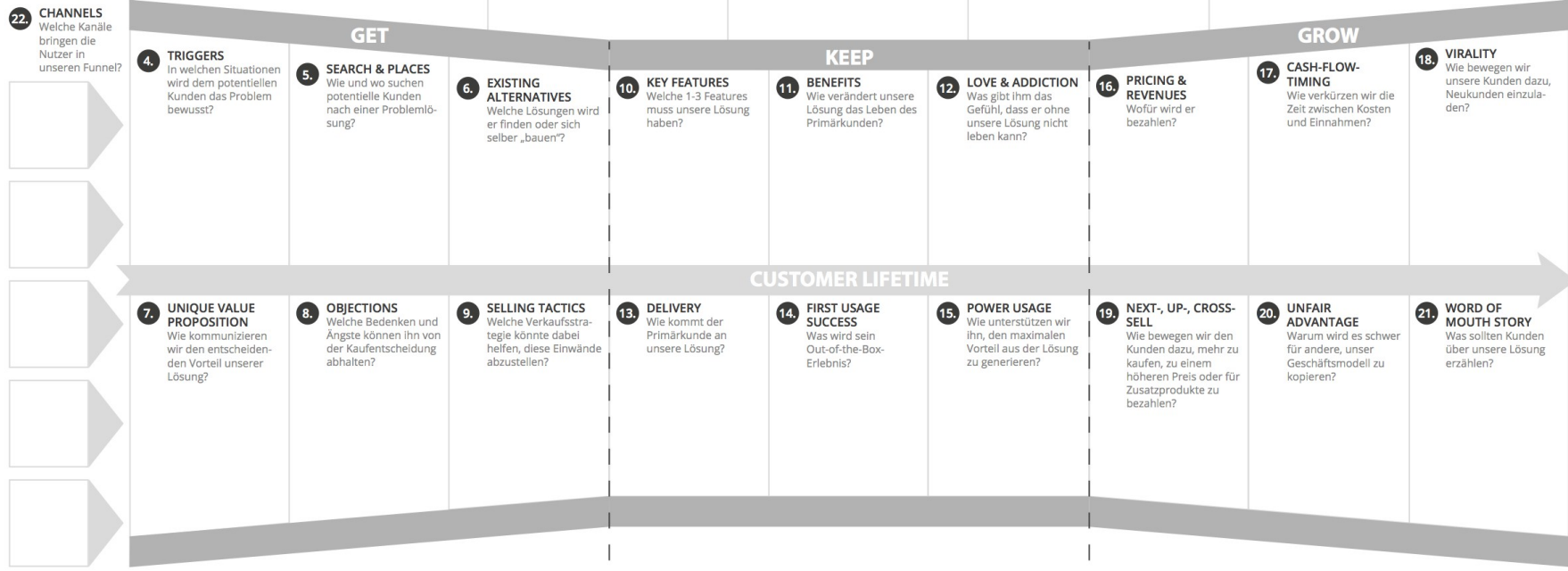
STARTUP FUNNEL BOARD

PROJEKT: _____

CUSTOMER SEGMENT: _____



<p>1. KEY PROBLEMS Was sind die 1-3 Schlüsselprobleme, -bedürfnisse und -wünsche der Primärkunden?</p>	<p>2. CUSTOMER CHARACTERISTICS Was sind die Schlüsselcharakteristiken der Primärkunden? (demografisch, psychografisch, Nutzungskontext)</p>	<p>3. PROJECT USER STORY Als <Primärkunde> möchte ich <Ziel> sodass ich <Grund>.</p>
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





VALIDATION BOARD	
23. GOALS Welche wichtigen Dinge können wir lernen oder verbessern?	Beispiel: Steigerung der Conversion-Rate von 1,5 % auf 2 % bis zum 15. April.
24. TASKS & ACTIONS Was müssen wir konkret tun um den Erfolg zu erreichen?	Beispiel: Test der neuen call-to-action Message auf der Internetseite. Dauer: 2 Wochen
25. PEOPLE Wer übernimmt welche Aufgaben in welchem Zeitraum?	Beispiel: Peter ändert die Nachricht (0,5 h), Jana macht die Auswertung (1,5 h).



Preparing Warm Acquisition with the Contract Renewal Canvas

Contract Renewal Canvas

Relevance of the contracted proposition  <i>Do we need to change our value proposition?</i>	Key decision makers  <i>3 to 5 key people in deciding on the next contract</i>	Value Proposition to renew the contract  <i>What solution/expertise will be most valued to realize what goal?</i>	Our renewal objectives  <i>Financial, length of contract, scope of services, other.</i>	Action plan  <i>Most important actions to get in the best position to renew the contract</i>
	Value expected  <i>KPI's and other client expectations</i>		Competition Strategy  <i>How do we optimize our competitive position?</i>	
	DRM  <i>Decisive Renewal Milestone</i>			
Client perception of our performance  <i>Are we delivering the value our clients expect?</i>		Competing solutions  <i>Proposition of competitors and/or substitute solutions the client might value and consider</i>		



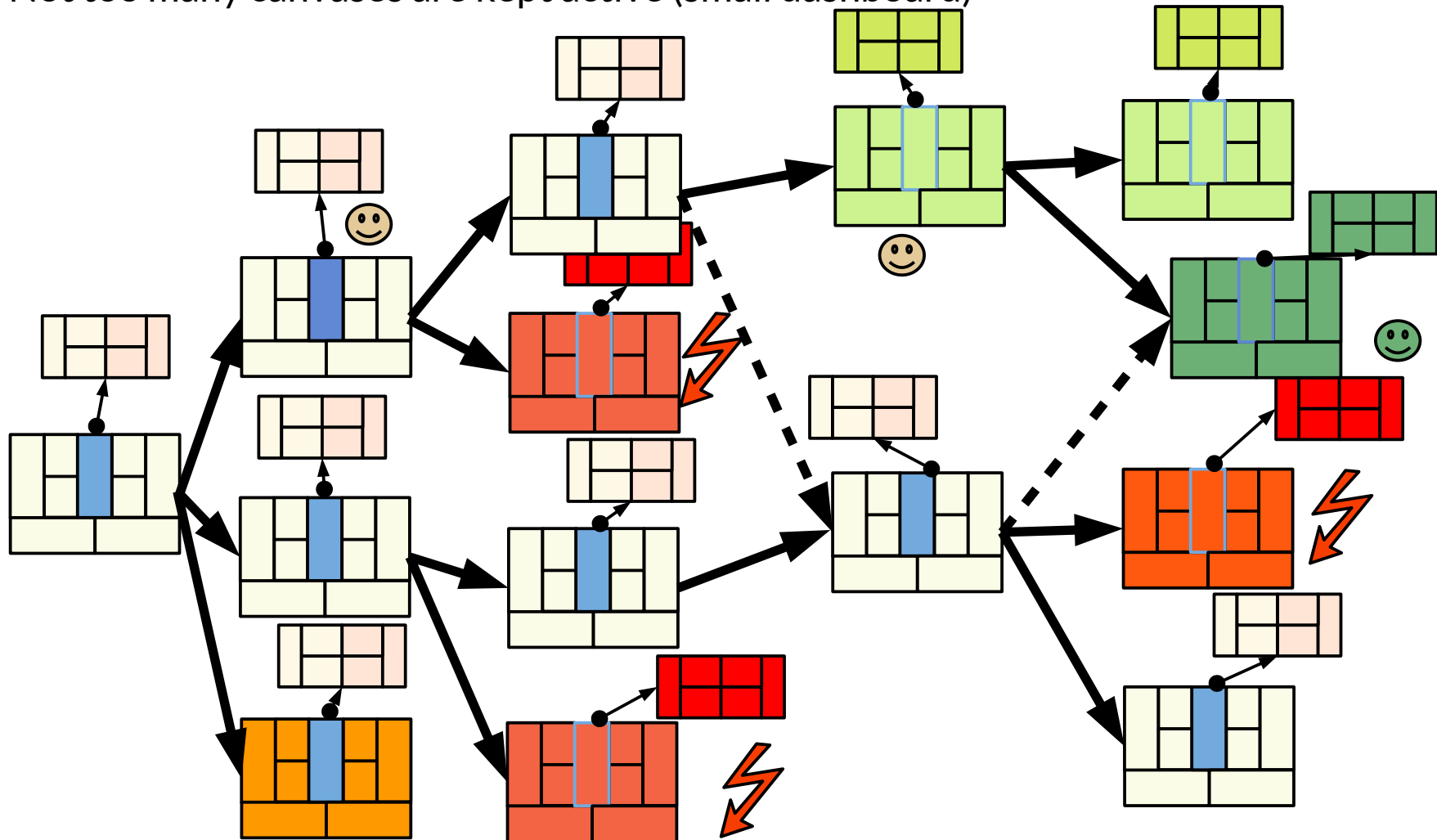


End of Part I:

15.5. The Evolving Cactus of the Nested BMC

Q1: The Evolving BMC-VPC Canvas Cactus (extended)

- ▶ Growing a tree with side edges (link tree - cactus) out of a first version
 - Assess with red-yellow-green; choose a current “greenest” “champion”
- ▶ Every step tests **hypotheses** about the customer
- ▶ Not too many canvases are kept active (small dashboard)



BMC-VPC Refinement is Customer Modeling

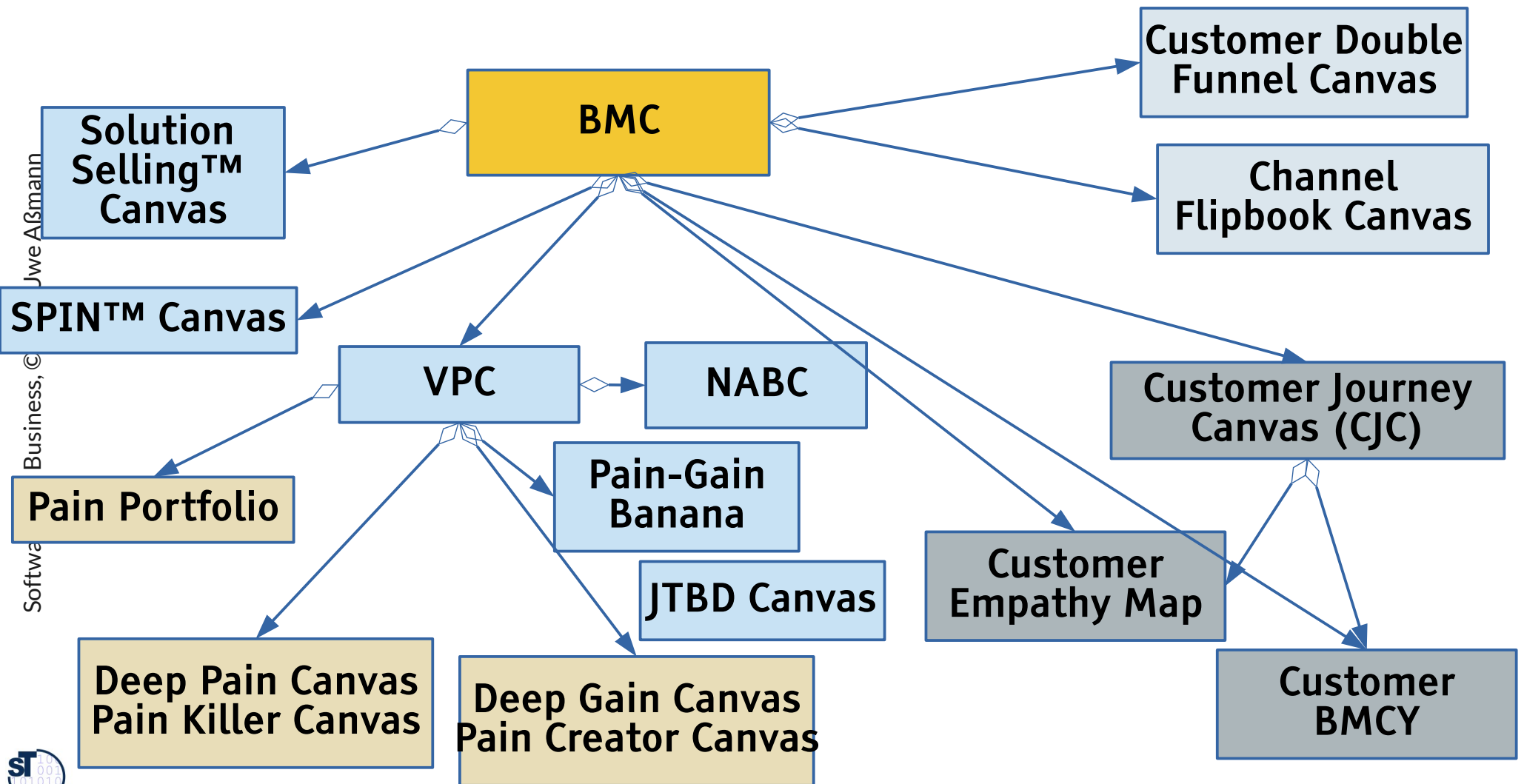
- ▶ The BMC-VPC cactus evolves during customer modeling

A red BMC-VPC shows why a persona cannot become a customer

A green BMC-VPC models a customer faithfully

Q2: The Dependency Structure of Canvases (the Nested BMC)

- ▶ How would you maintain an evolving cactus for all these canvases?



The End

- ▶ Explain how you use the Channel Flipbook Canvas, the Customer Empathy Map and the Customer Double-Funnel Canvas for a Channel Analysis.
- ▶ Why is markdown a good format for CRM?



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The history of the “Lean Startup“ movement is intertwined to several books:

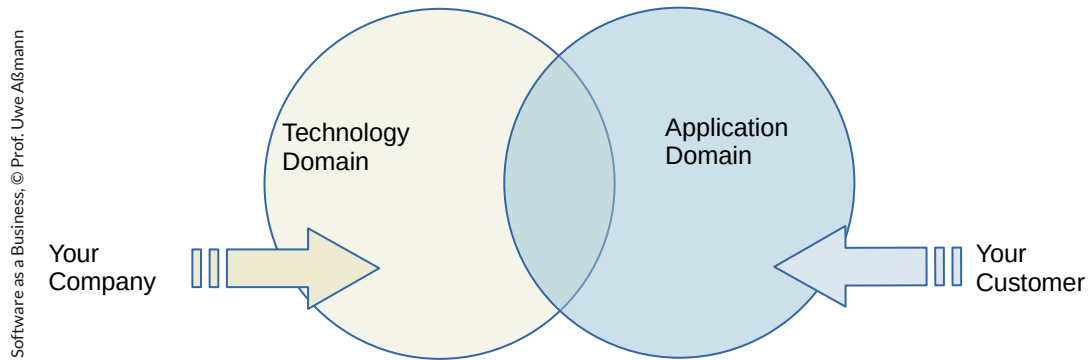
- 2008 Blank/Dorf
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- 2012 “Running Lean” Ash Maurya
- 2013 “Lean Analytics” B. Yoskowitz



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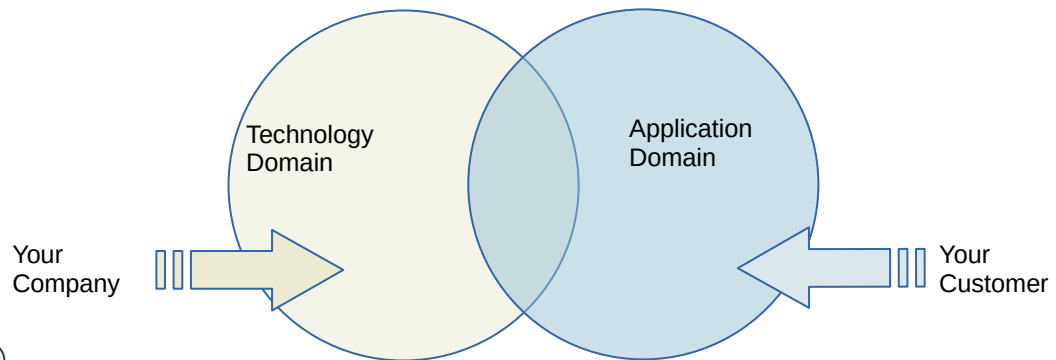
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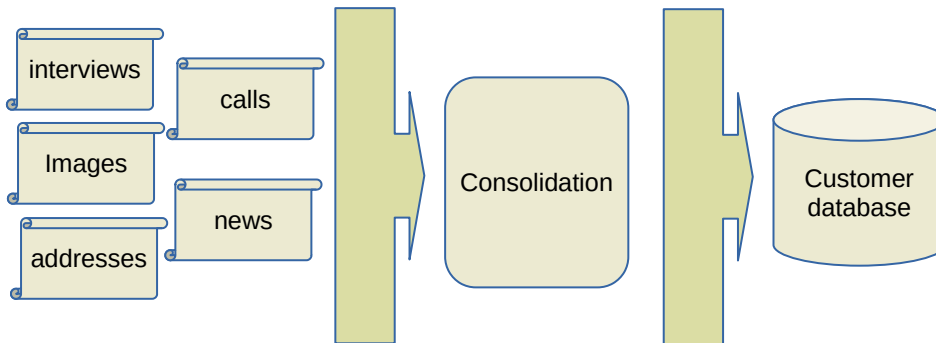
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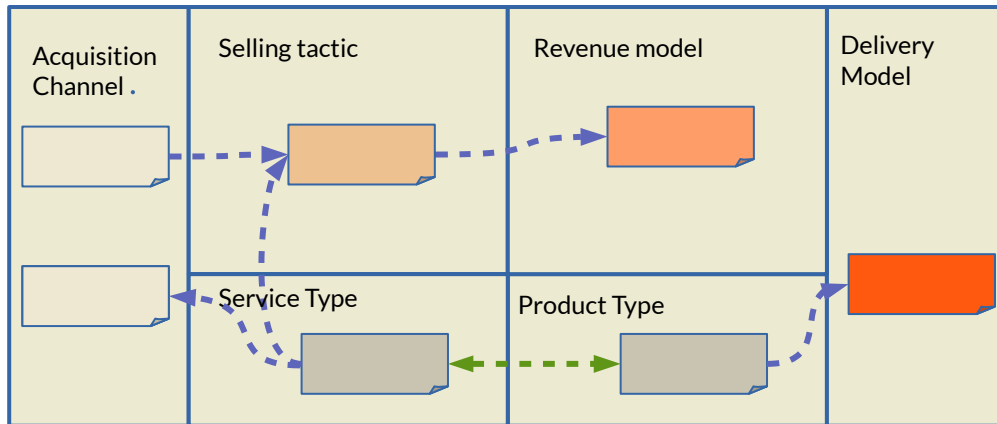


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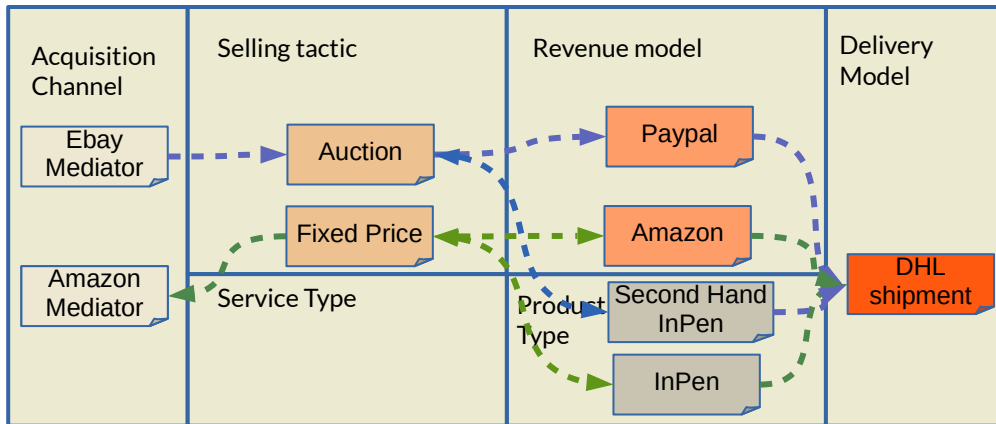
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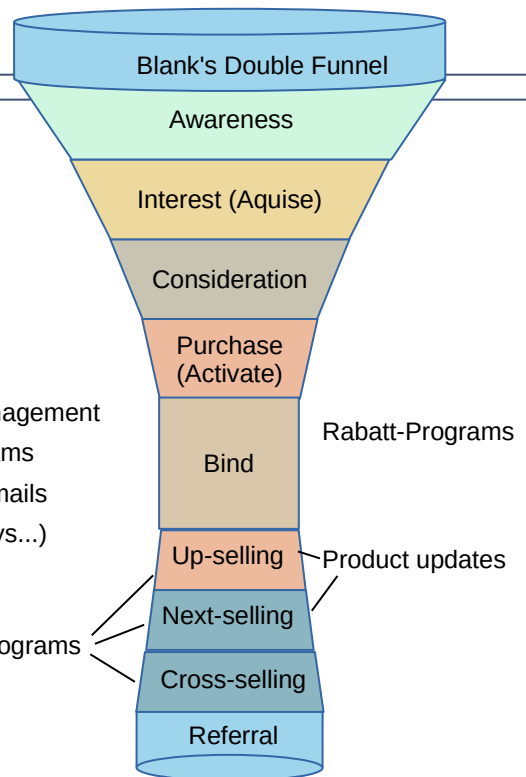


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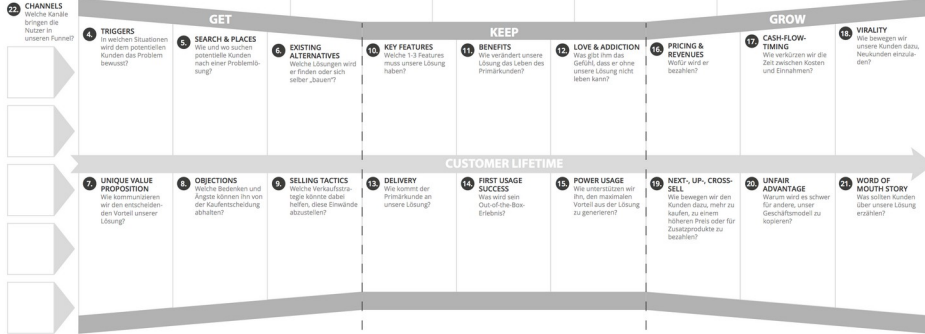
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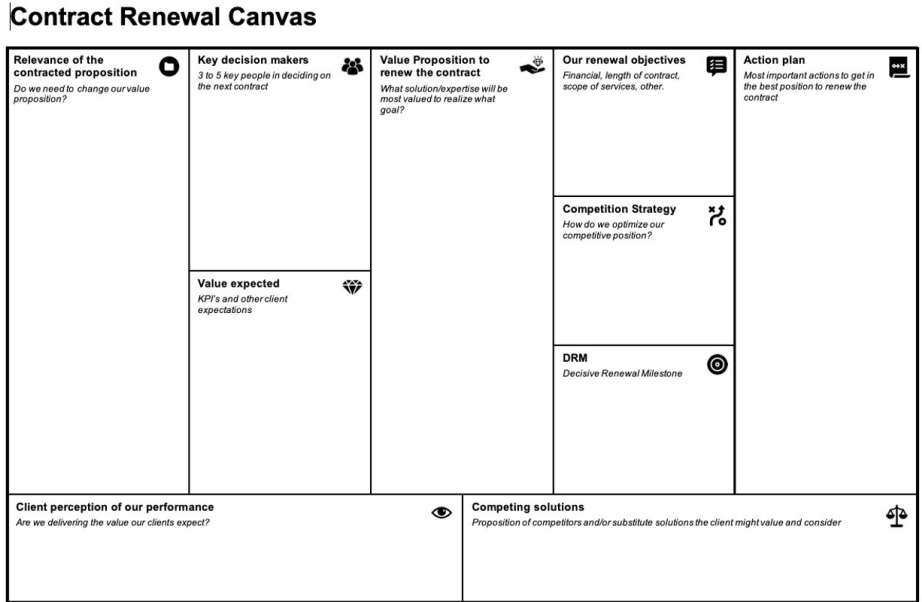
Software as a Business. © Prof. Uwe Altmann



Startup Funnel Board, entworfen von Michal Izakac und designed von Sam Garlach, ist inspiriert durch Steve Blank's '5 GET/KEEP/GROW Funnel' (Quelle: The Startup Owner's Manual, das Business Model Canvas © Uwe Altmann/Softwareasabusiness.com) und ist lizenziert durch Prof. Dr. Uwe Altmann, Altmann-Gruppe Altko 1.0 (in-licensed) (2019).

Preparing Warm Acquisition with the Contract Renewal Canvas

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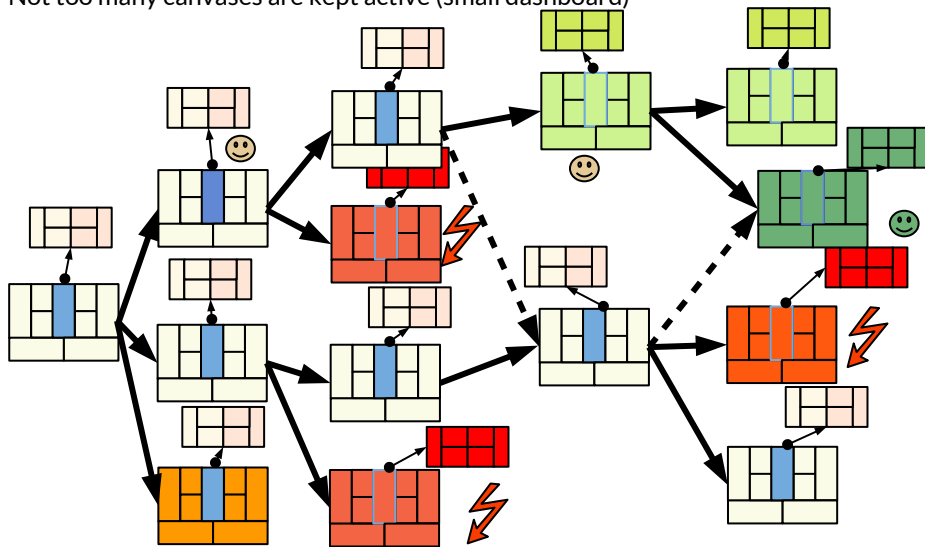




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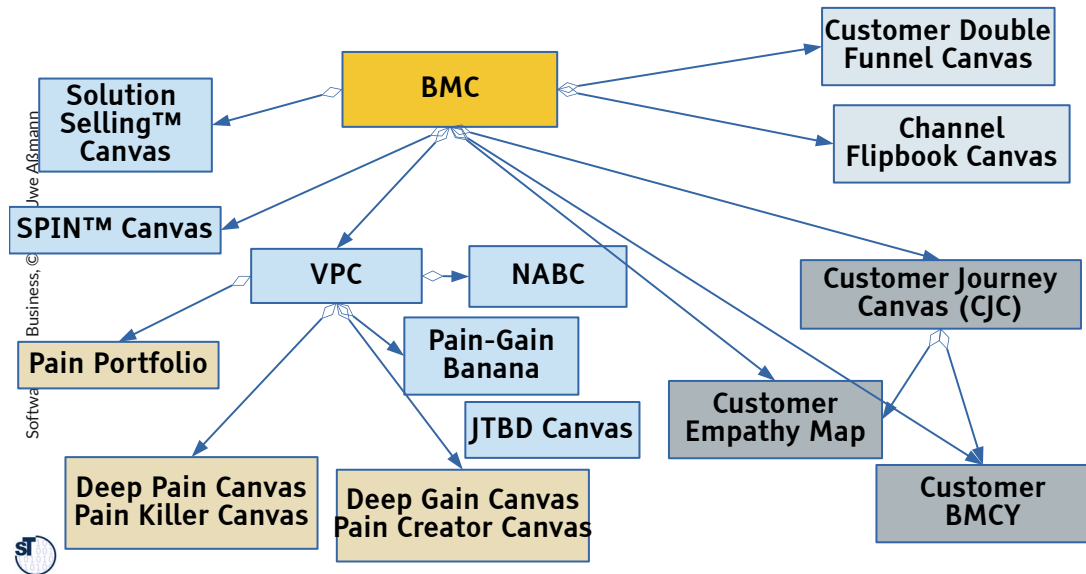
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