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Customer-centric product development as the key to a new age of mobility

Marcel Amstutz

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Project services

Consulting and business modelling

We are a shared mobility SaaS power house

Software development

Operations support

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Customer centricity becomes the guiding principle in the design of products, which are built to exceed users' needs rather than satisfy complex technical aspirations

BCG, April 2017

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When designing services

We do things because we can

Unfortunately, we all follow this rule too rarely

Change to real Customer centricity!

Not because customers want it

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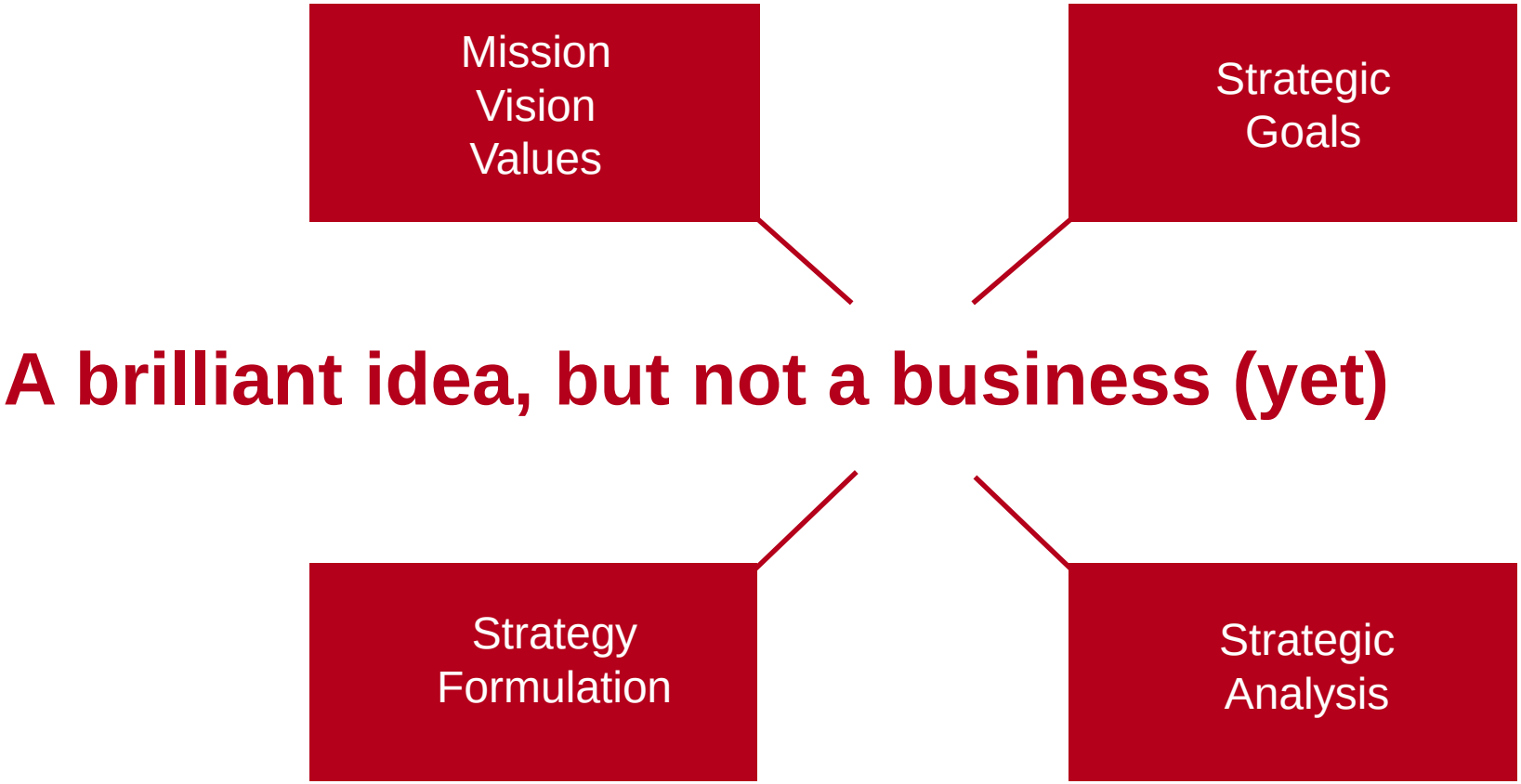

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Defining the strategy isn’t the full journey
Essential is its successful implementation

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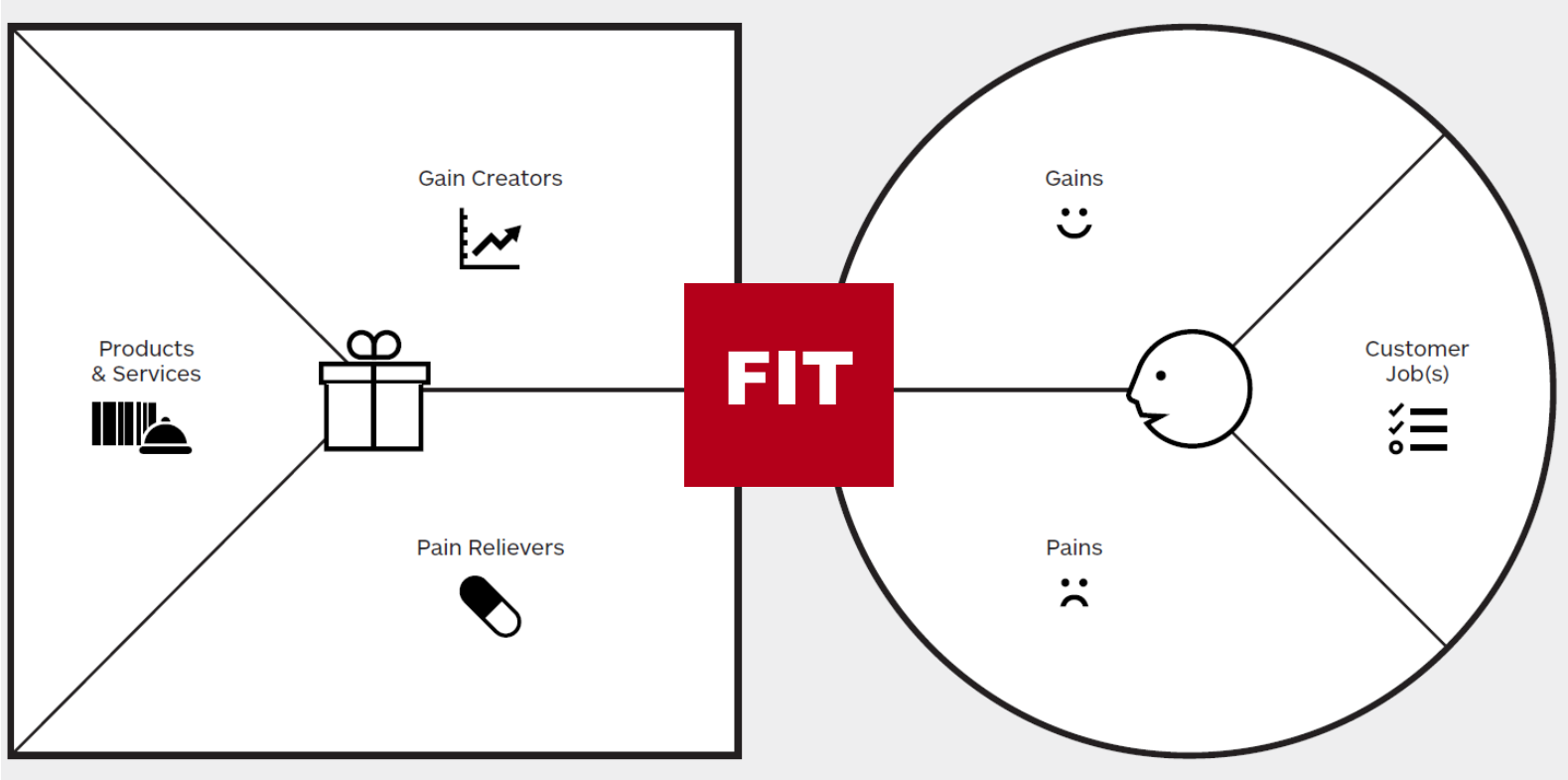
Value Proposition Canvas
Creating the value your customers want



Value Map **Customer Profile**

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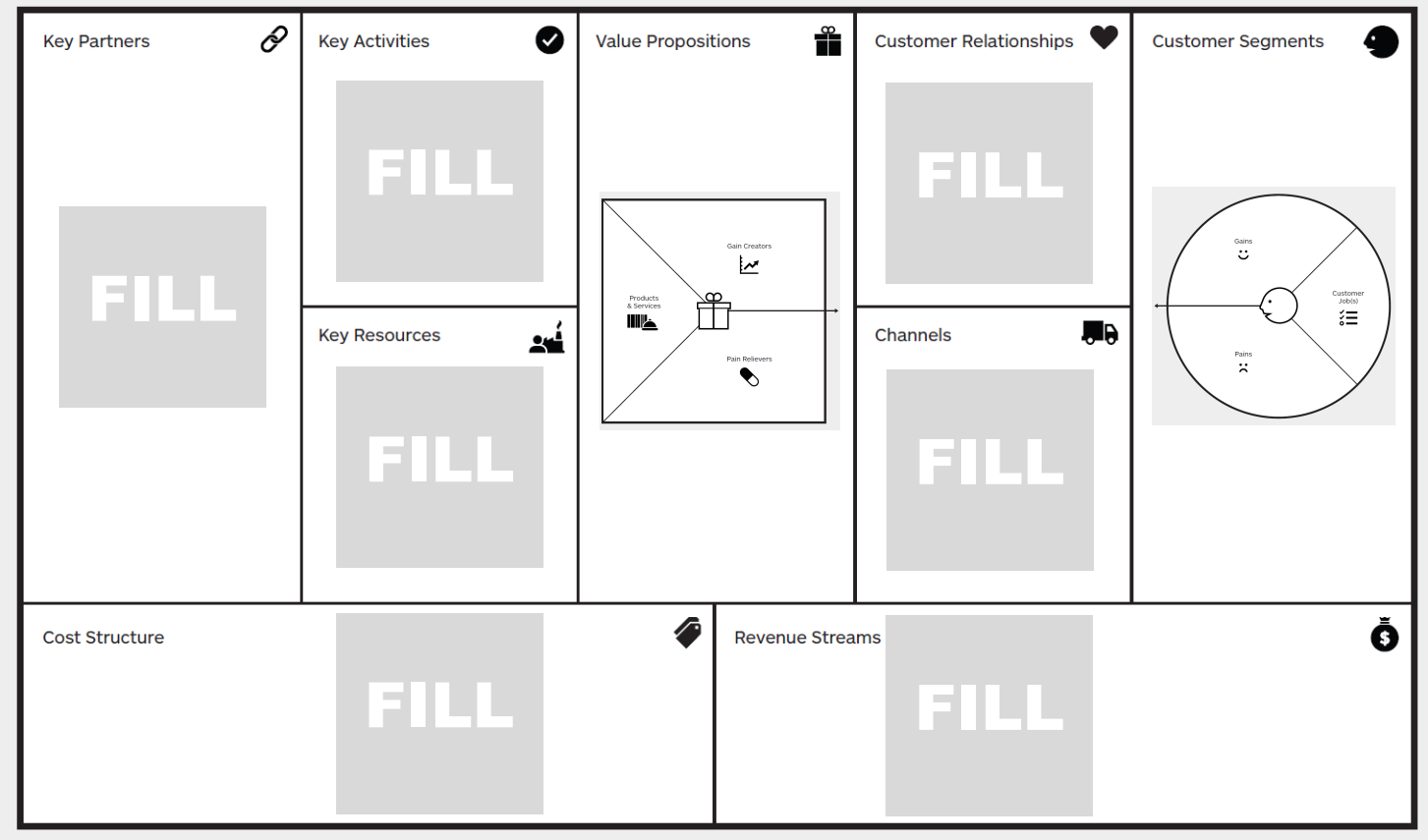
Business Model Canvas
Paint a picture of your future business



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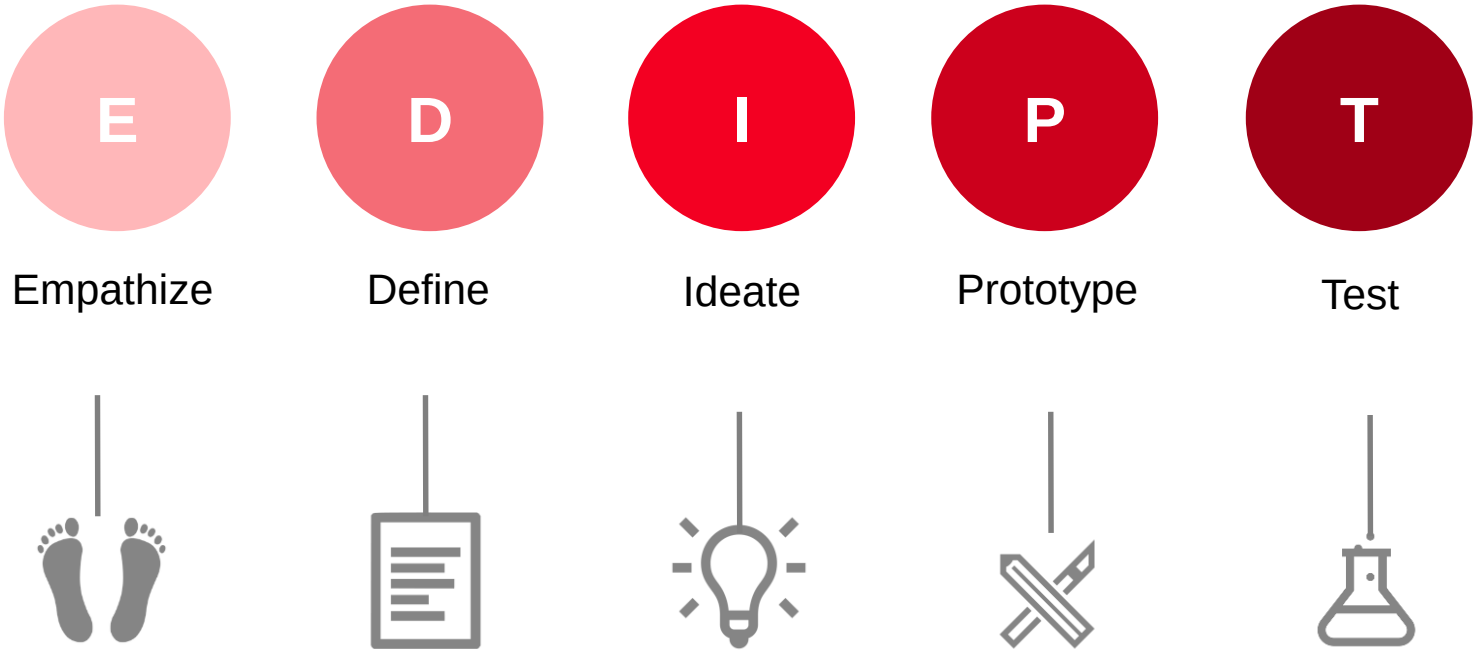
Design Thinking
Taking you from insight to innovation



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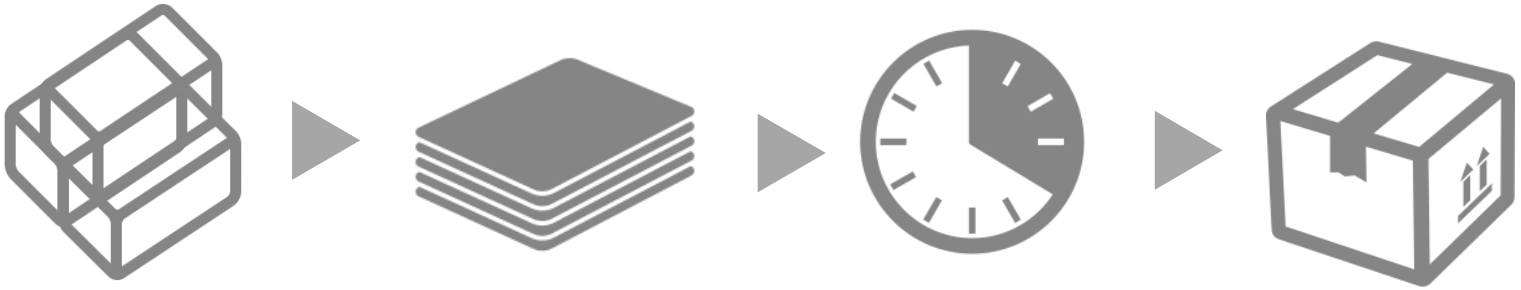
Don’t get lost in translation
Transferring knowledge into software development



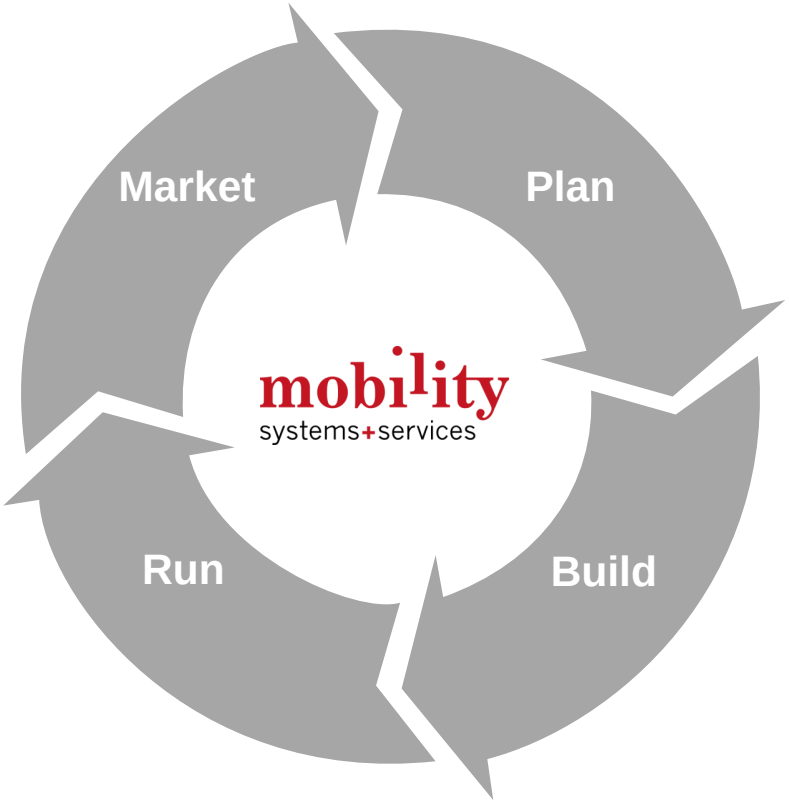
All you know
Product Backlog

What you work on
a 2-4 week Sprint
Backlog

Testing
and approving or
changing

Make available,
Ship increment to
customer

Hit the right note!
Orchestrating a network of specialists



+ **Focus on core services**
+ **Partners for every phase**
+ **Blended models**
+ **Manage the interfaces**
+ **Observe, learn, adapt**

Always checking ourselves:
Do we act product-centric?

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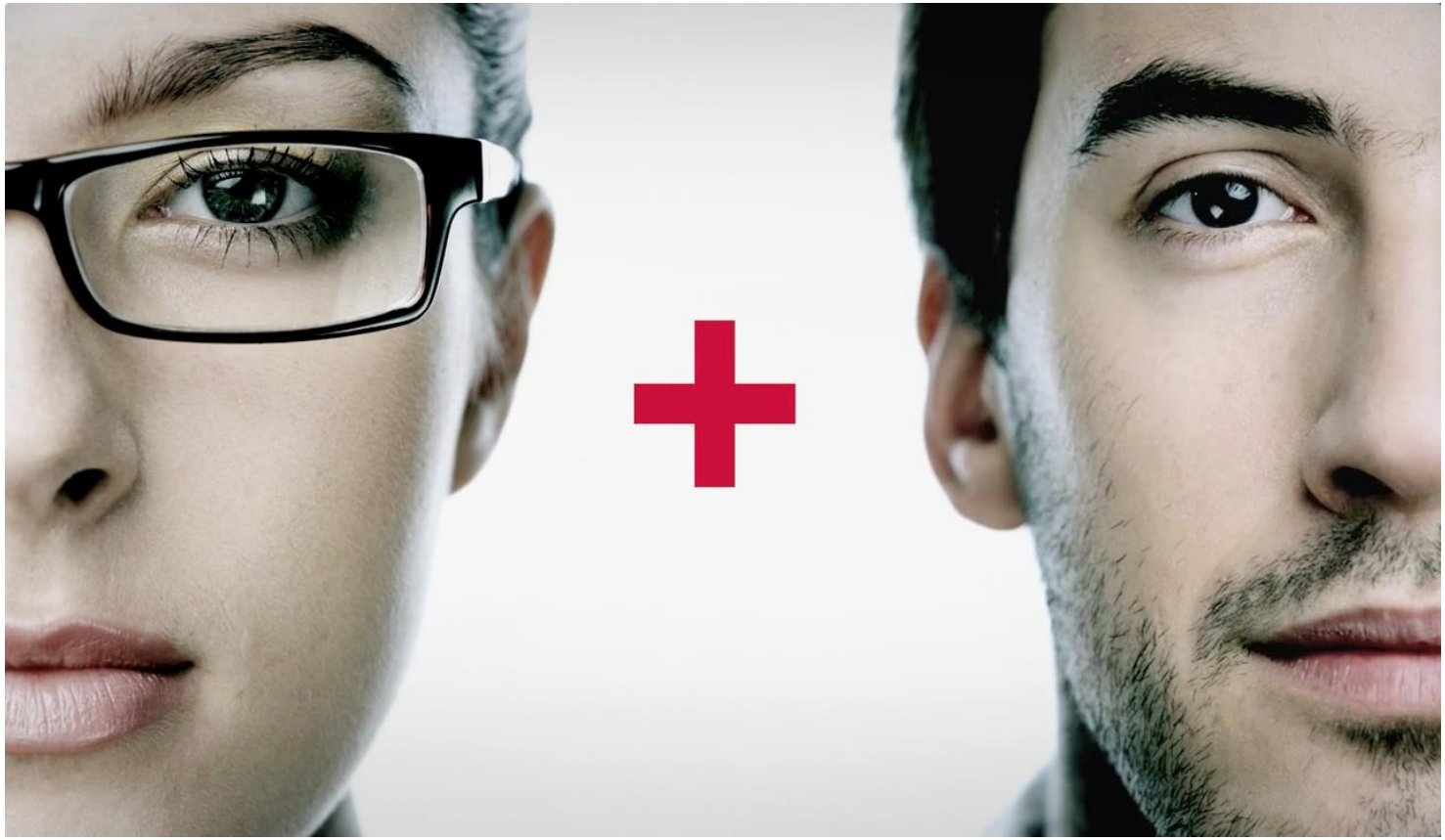
Always checking ourselves:
Or customer-centric?