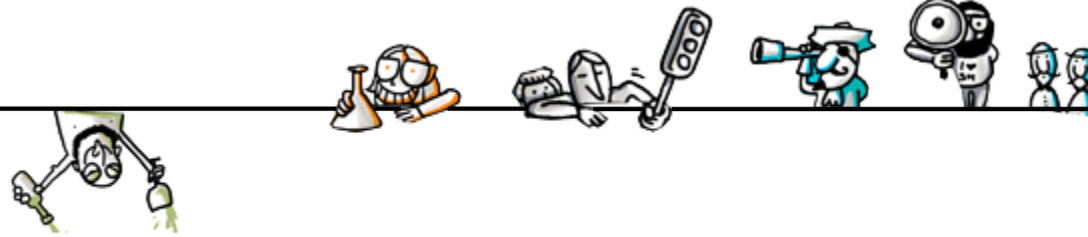


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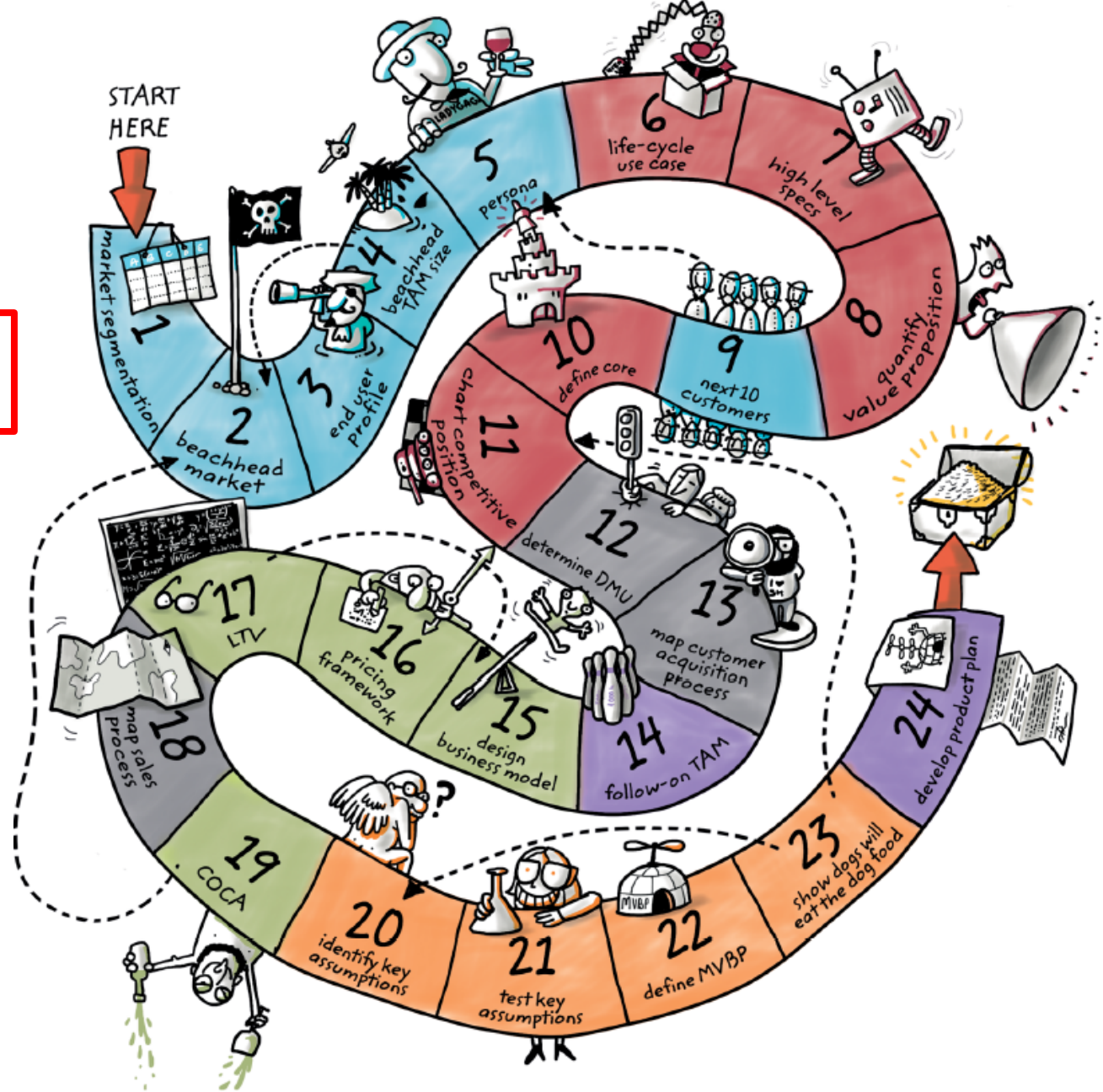
DISCIPLINED ENTREPRENEURSHIP

Week 7: Full Life Cycle Use Case

Dr. Owen Molloy

WHAT CAN YOU DO FOR YOUR CUSTOMER?

- 6 Full life cycle use case
- 7 High level product specification
- 8 Quantify the value proposition
- 10 Define your core
- 11 Chart your competitive position

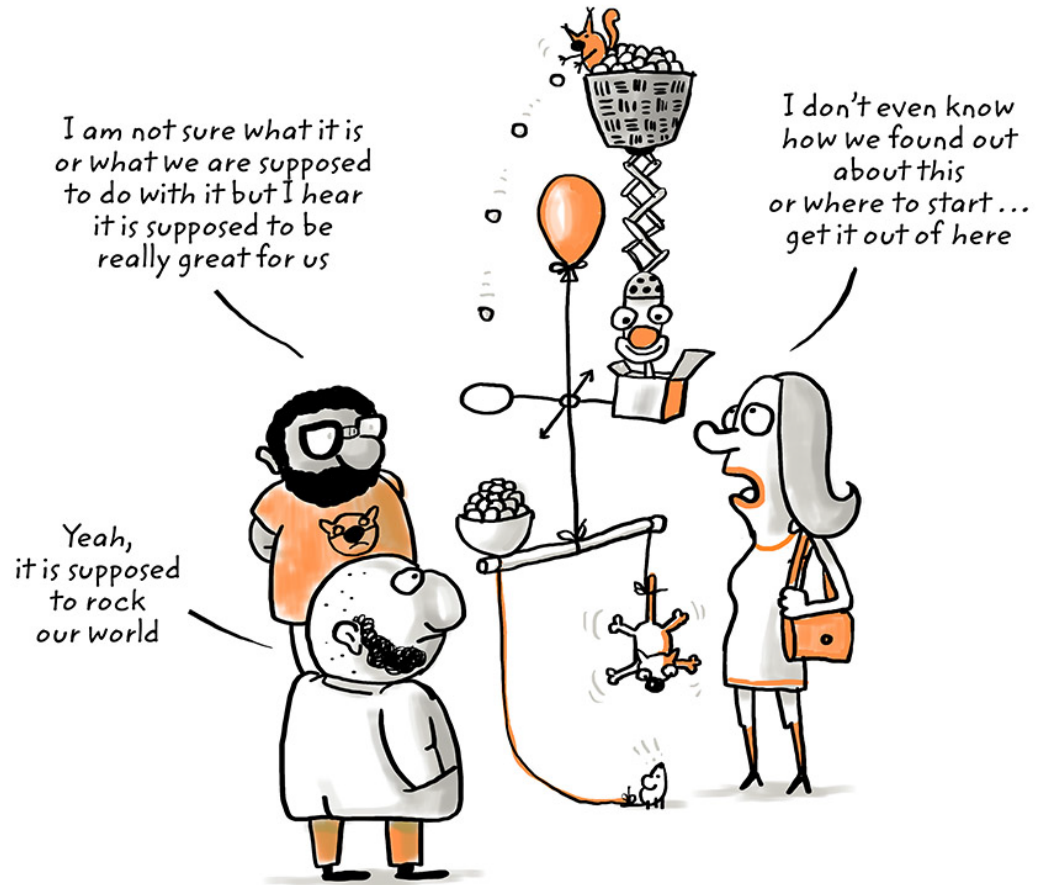


Full Life Cycle Use Case

- the next step is to understand how your [persona](#) will interact with your product through the Full Life Cycle Use Case, also known as the Customer Journey.

Step #6: Full Life Cycle Use Case

Provides valuable info for future steps and helps the team understand potential barriers to adoption from a sales perspective



The full life cycle use case helps you understand in detail how your customer will accept, reject or never know about your product.

Full life-cycle use case

Understand & describe how your product will fit into the persona's work flow

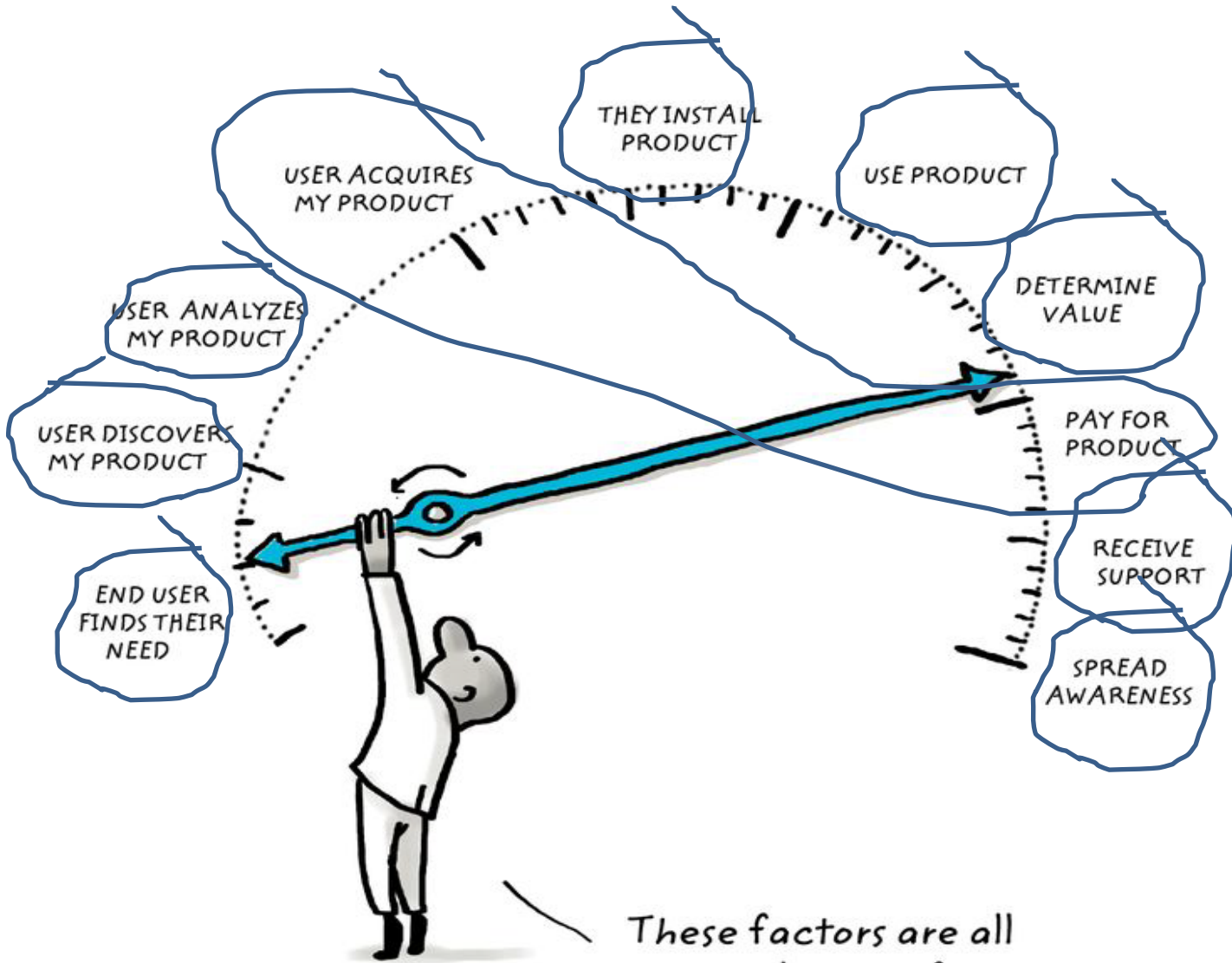
Why do we do it?



This will provide valuable information for future steps and also helps the team understand potential barriers to adoption from a sales perspective

The best product doesn't always win ..it may be the product the customer is aware of

Use Case ... Must be Full Life Cycle



These factors are all essential parts of the Full Life Cycle Use Case.

Knowing “How does the customer?” ...

1. Customer awareness and the need to do something

How does your customer know they have a problem? What activates your customer’s acquisition process? What do they focus on and what do they value?

2. Find your product or service (solution)

How does your customer search for and find your solution?

3. Analyse your product or service (solution)

How does the customer assess your product’s/service’s value and analyse the competition to make a purchasing decision?

Helps us to...

1. Develop the solution and value proposition

2. Develop go-to-market strategy and calculate cost of customer acquisition

3. Develop minimum viable business product, value proposition & competitive positioning etc.

Knowing “How does the customer?” ...

4. Acquire and pay for your product or service (solution)
5. Install your product or service (solution)
6. Use your product or service (solution)
7. Determine value gained from your product or service (solution)

Helps us to...

4. Develop business model & pricing
5. Develop solution & value proposition
6. Develop solution & value proposition
7. Develop value proposition, competitive positioning, assess customer satisfaction & iterate solution

Knowing “How does the customer?” ...

8. Receive support for your product or service (solution)
9. Buy more product or service (solution)
10. Spread awareness about your product or service (solution)

Helps us to...

8. Develop customer service & pricing
9. Develop go-to-market strategy, business model, pricing framework, product expansion plan, and calculate customer lifetime value
10. Develop go-to-market strategy, incentives etc.

Exercise 2: start defining your full life-cycle use case

Word template available

Stage	1	2	3	4	5
Action	How do they determine need, and what is their catalyst to take action?	How do they find out about their options?	How do they analyse their options?	How do they acquire your product?	How do they pay for your product?
Who is involved?					
When?					
Where?					
How?					
Notes:					

Stage	6	7	8	9	10
Action	How do they install or set up your product?	How do they use and get value out of your product?	How do they determine the value they gain from your product?	How do they buy more of your product?	How do they tell others about your product?
Who is involved?					
When?					
Where?					
How?					
Notes:					