

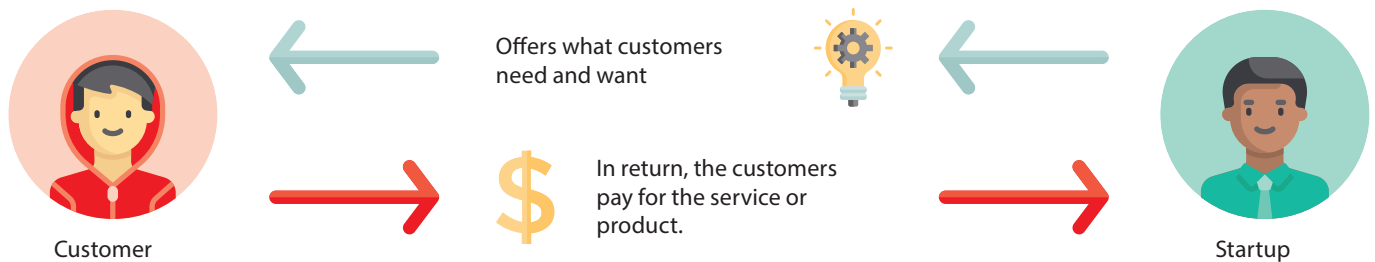


# How can you put your customer at the center of your business?

## TRACK 1

When you develop your products or services, you are inevitably thinking about the people who will use them. Often, companies develop products or services based on ideas of what the customer wants. They may eventually find though that what they developed is not solving a clear problem for the customer, or does not solve it in the way the customer wants.

This is why it is important to really get to know your customers and understand them in-depth. When you truly understand what they need and want, you are able to shape your product or service to meet those needs. Your customers are then going to be more likely to use them, and most importantly, pay for them!



## How do you know what customers actually need and want?

The answer is: **by spending some time with your potential customers, to understand their lives and see the world through their eyes.**

This is why design thinking can be useful to you! In this track, we will dive deeper into the initial stages of design thinking, which we are calling Setting the Scene and Research.



Setting the Scene



Research



Ideation



Create and Test



Implement

### By following this track...

**You will gain** knowledge on how design thinking helps you uncover your customer's motivations and how they experience the problem you wish to tackle. This will help you to develop a more clearly-defined problem that you can then use to meet the needs of your customers.

**You will learn** practical tools for every step of setting up your business. For example, defining your problem, challenging your own assumptions, doing user research, actively listening to the information given and using the results to develop more relevant products and services.

**You will practice** an exploratory and empathetic mindset - where you thrive in exploring the unknown, are open to the unexpected, and able to find value in the perspectives of others.

### What can you expect?

Within this track, you will be guided through a learning journey that gives you steps, tips and practical tools that you can apply yourself. The journey steps can be adapted and integrated to your own planning and milestones based on the needs of your business.

#### This track contains:

- A video tutorial
- Suggested mindset exercise to help you adopt the right mindset for this track
- An introduction to Victor, an innovator and design thinker who will take you through this track
- A step-by-step learning journey, including ready-to-use tools and practical guidance