

How Lean *helps* you in...

Design for Customer



Whether you have to design a pen, improve the experience in an Emergency department, build a house, or create a new strategy for your company...

You need a solution that fulfills the challenge.

CD4

CREATORS



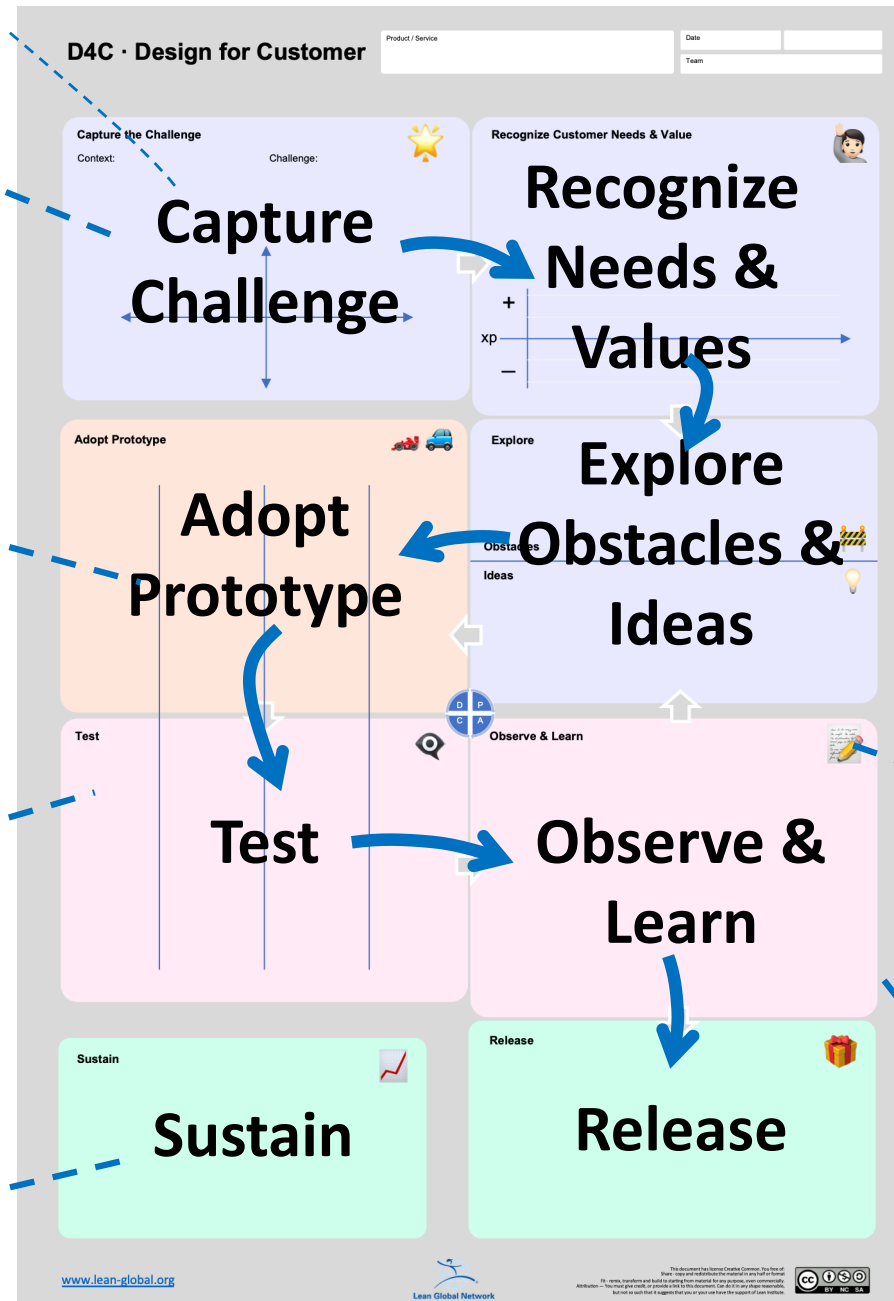
Lean Global Network

Name the specific customer or business need you're addressing, and see how your current position compares to what's already out there.

Turn your strongest ideas into more than one Minimum Viable Product (MVP), built to be tried with real customers.

Test each prototype where the work actually happens, and capture the results.

Build a simple rhythm to identify opportunities for continuous improvement of the product or service.



Map the customer's journey to find where the real pains and gains sit, and capture the attributes the solution needs to satisfy.

Find the root obstacles causing each pain, then brainstorm ideas that remove them or create more of the gain customers want.

Review the test results, turning successes into conclusions and failures into learnings, then decide whether to pivot, persevere or adjust.

Hand the finished solution, its documentation and its day-to-day ownership to the team who will run it.