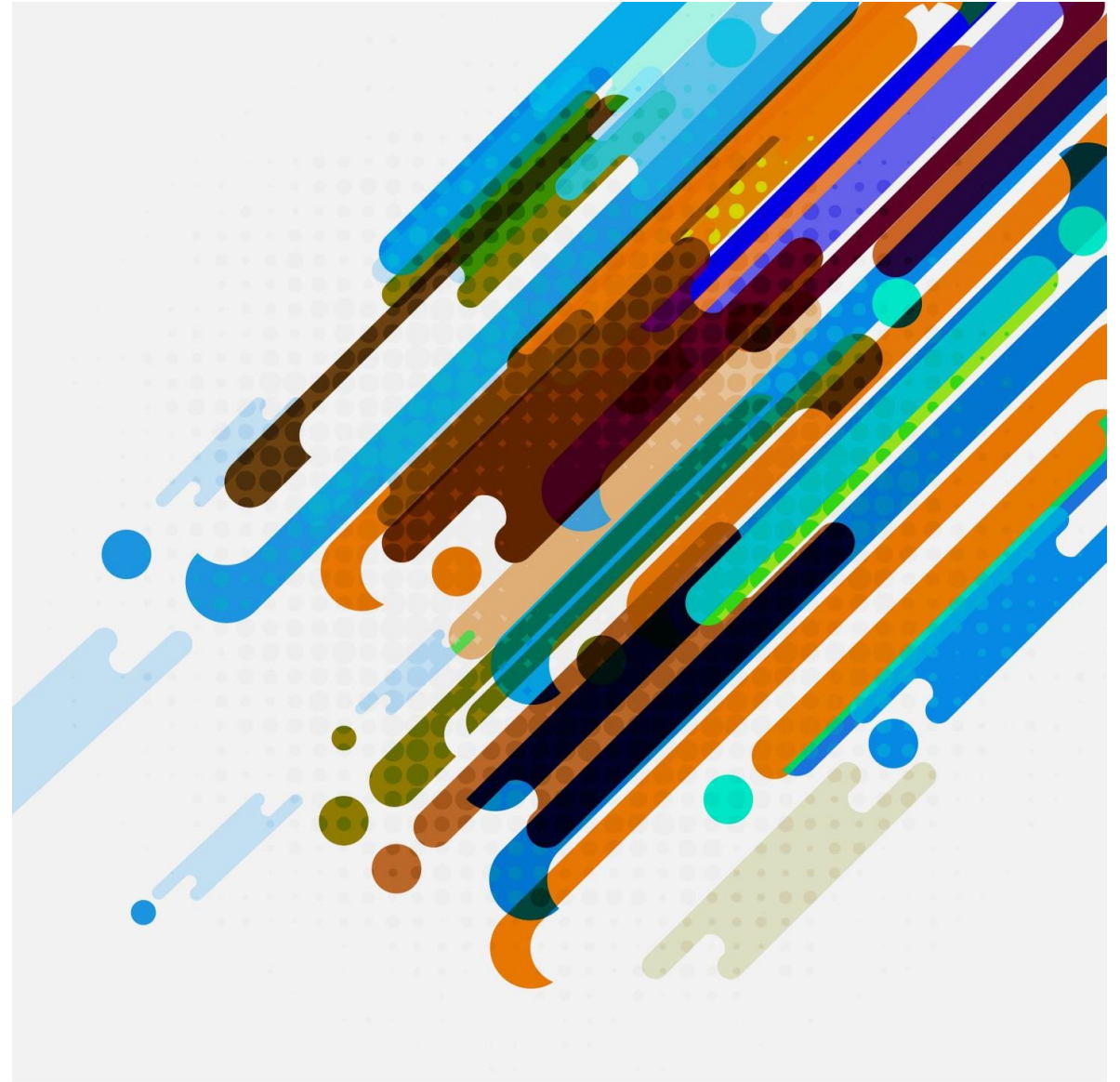# Customer-Centric Product Mindset for BAs

Sheel Dave

Art Lashchonau

Speakers

Sheel Dave

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Agenda

- Customer-Centric Product Mindset (CCPM)
- Elements of CCPM
- Activity
- Take Aways
- Q&A

Customer-Centric Product Mindset

It is an **approach** to product development and management that **places the customer at the core of decision-making processes** *

It involves deeply understanding the needs, preferences, and pain points of customers and aligning all aspects of product development, design, and delivery to ensure a positive and satisfying customer experience.

* ChatGPT

Elements of CCPM

Customer Understanding

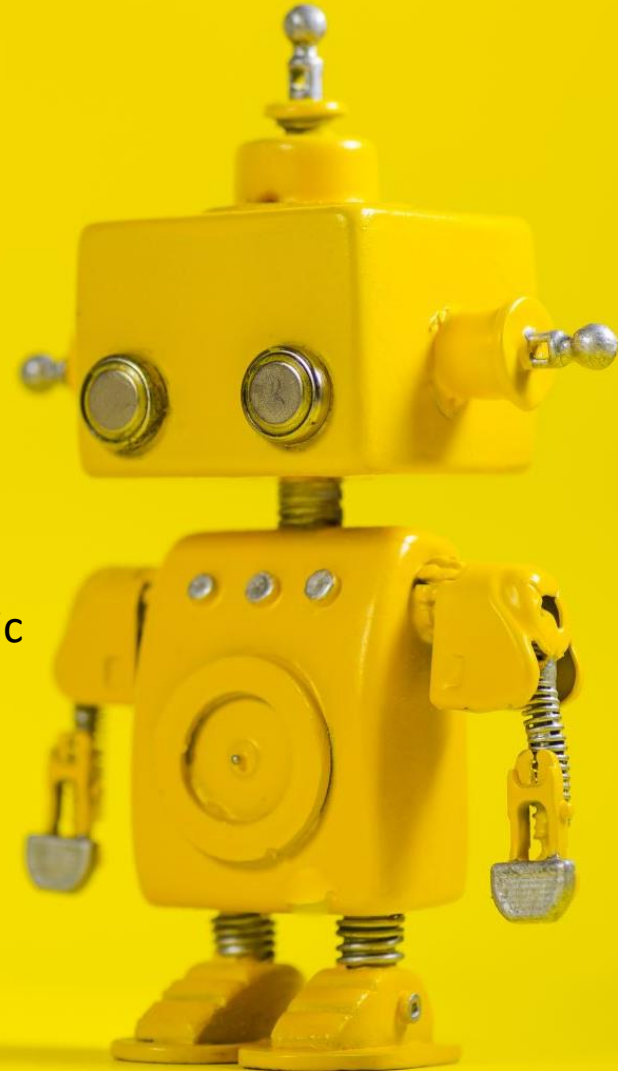**Product vs Project Mindset**

Feedback Loop

User-Centric Design

Data-Driven Decisions

Customer-Centric Culture

Customer Understanding

Market Research

User Personas

Survey and Questionaries

Customer Interviews

Focus Groups

CRM and Sales Data

Competitor Analysis

Product vs Project Mindset

Product Mindset	Project Mindset
Value Driven	Completion Driven
Long-Term Focus	Fixed Scope and Timeline
Customer-Centric	Project-Centric
Iterative Development	Waterfall Development
Outcome-Oriented	Output-Oriented
Continuous Learning/CI	Project Closure

Feedback Loop

SURVEYS AND QUESTIONNAIRES

ONE-ON-ONE INTERVIEWS

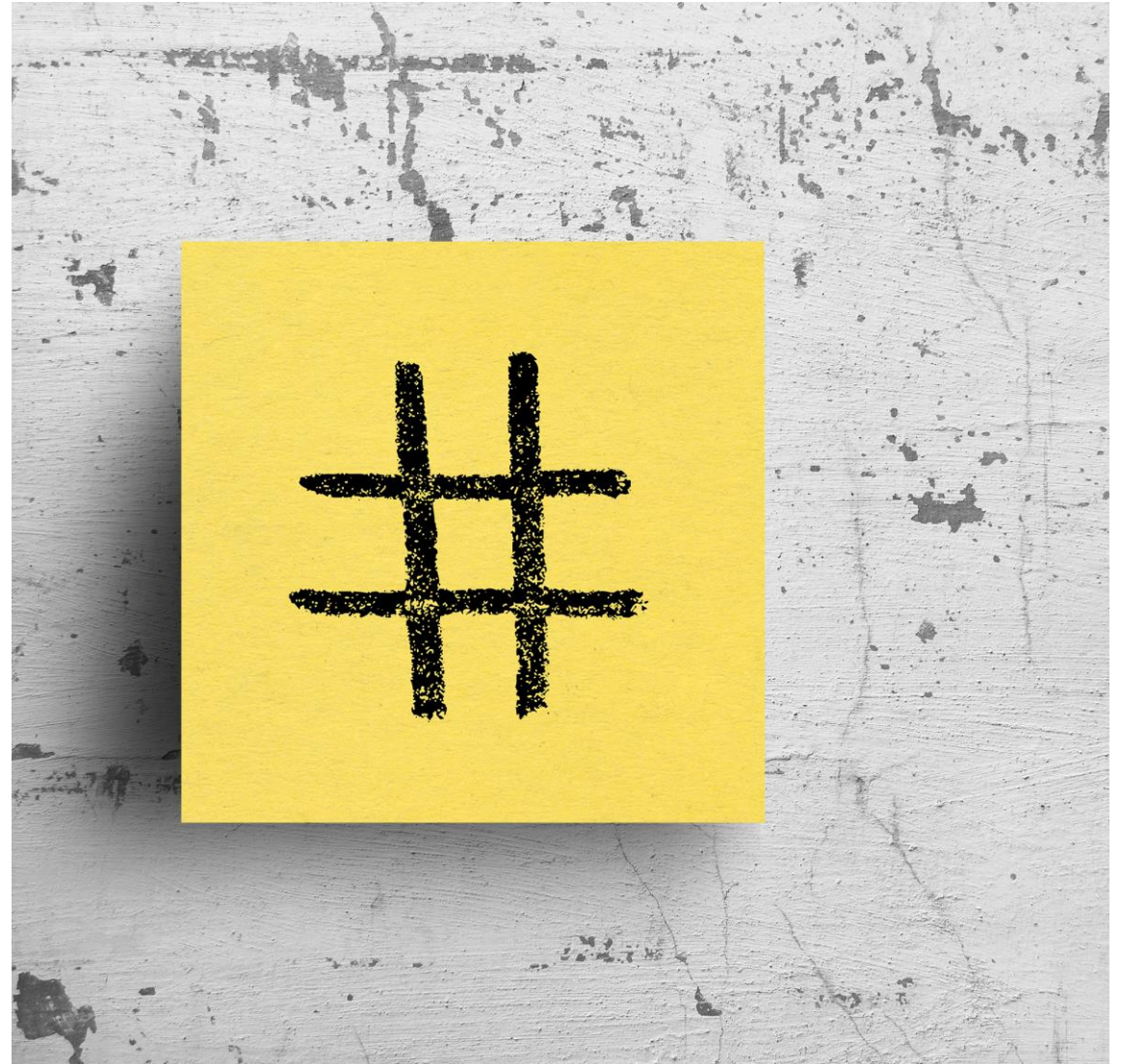USER ANALYTICS

360-DEGREE FEEDBACK

CUSTOMER JOURNEY MAPPING

POST-IMPLEMENTATION REVIEWS

A/B TESTING

User-Centric Design

- User Research
- Personas
- User Journey Mapping
- Prototyping
- Usability Testing
- User Flows
- Collaborative Design Workshops
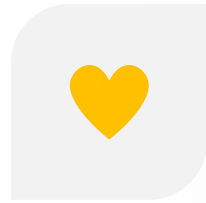- User Onboarding

Data-Driven Decisions

- Define Clear Objectives
- Data Collection
- Exploratory Data Analysis
- Hypothesis Testing
- Key Performance Indicators
- Data Visualization
- Continuous Monitoring
- Machine Learning for Decision Support
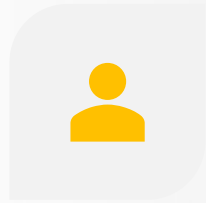- Decision Trees
- Cost-Benefit Analysis
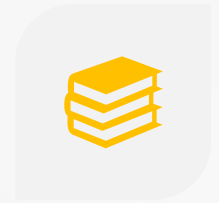
CUSTOMER FOCUS

EMPLOYEE EMPATHY

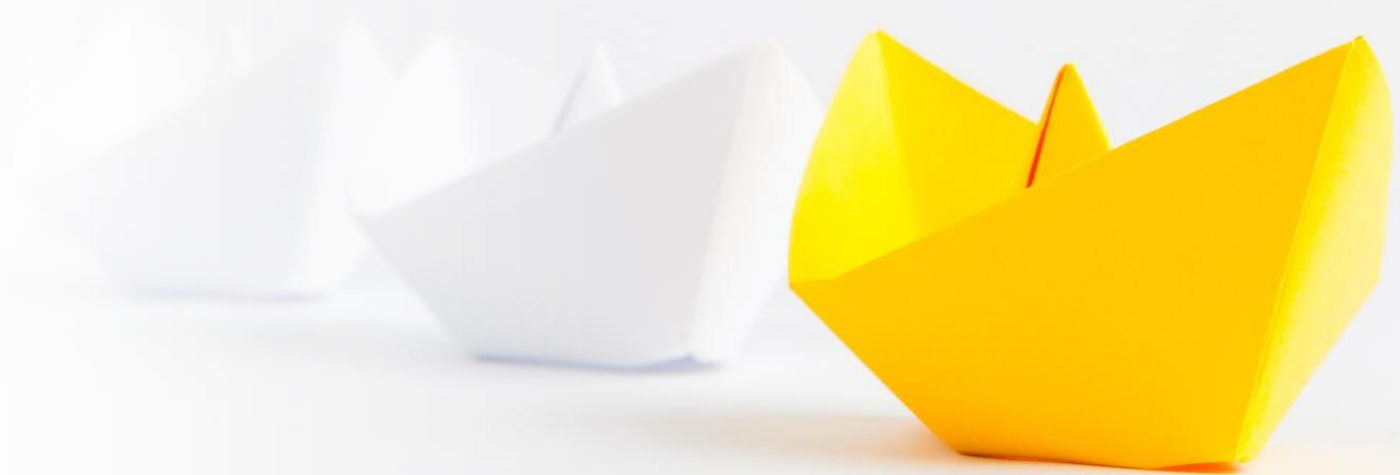CUSTOMER-CENTRIC METRICS

LEADERSHIP COMMITMENT

CUSTOMER-CENTRIC COMMUNICATION

CUSTOMER EDUCATION

Customer-Centric Culture

Why Does This Matter for BAs?

- Gathering/Writing Requirements and AC's
- Identifying Value
- Identifying Risks, Constraints, Dependencies
- Understanding the Product and users/customers
- Future roles

How can I Practice This as a BA?

- Become more involved with the customer

- User Research

- Think about the customer's POV

Activity

Step 1: Self-organize in groups of four.

Step 2: In each group discuss on which elements of CCPM you have focused on before and what you could focus on more.

Step 3: Come up with at least 1 action items per person on what you could do differently to have more Customer-Centric Product Approach.

Step 4: Consolidate as a group and be ready to present 1 scenario and 1 action item.

Take Aways

Customer-centric product mentality:

- Increases the efficiency of your relationship with the customer/end user.
- Helps you to better understand the client and build trust.
- Allows you to gain loyalty for future interactions.
- Increases user satisfaction with the end product or solution.
- Saves time, money, rework while improving team effectiveness and morale.
- Results in better products and products with better quality.
- Minimizes risks and optimizes value delivery and budget spend.

Q&A

Thank you!