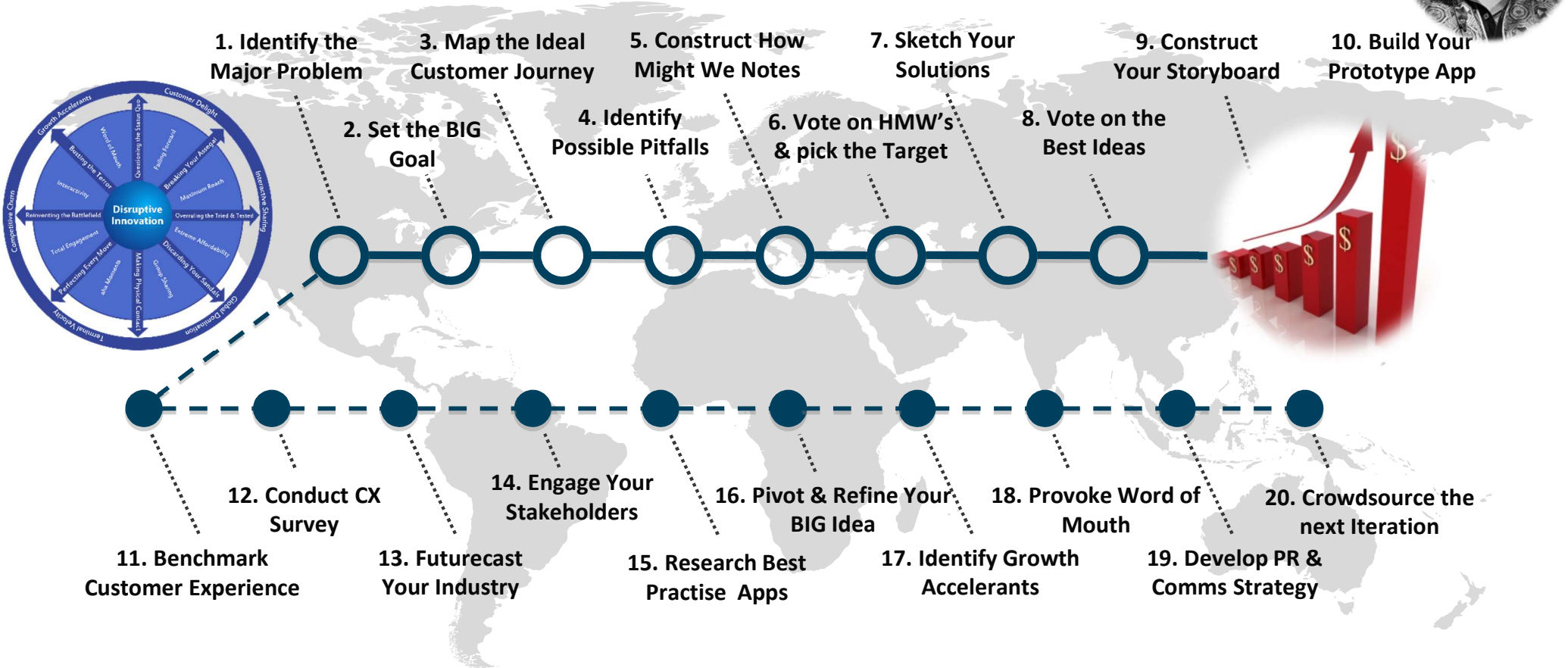




The Disruptive Innovation Blueprint™



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| <p>▶ Phase 1: Researching</p> <ul style="list-style-type: none"> • Analyse Consumer Trends • Benchmark Customer XP • Conduct CX Survey • Research Best CX Apps • OUTCOME: Research Report | <p>▶ Phase 2: Prototyping</p> <ul style="list-style-type: none"> • Storyboard the Customer XP • Define the Success Metrics • User Acceptance Testing (UAT) • Make App available for Beta Trial • OUTCOME: Validated Prototype | <p>▶ Phase 3: Launching the App</p> <ul style="list-style-type: none"> • Create a Demo Video (One Minute) • Identify Social & Media Influencers • Leverage existing User Communities • Monitor Social Signals & Reviews • OUTCOME: Successful App Launch | <p>▶ Phase 4: Scaling the App</p> <ul style="list-style-type: none"> • Design Dashboard to analyse KPI • Incentivize continued Use • Prioritize Customer Requests • Release regular Updates • OUTCOME: 5-Star rated App |
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