



# CUSTOMER INNOVATION R&D TEAM PRODUCT DEVELOPMENT PROCESS

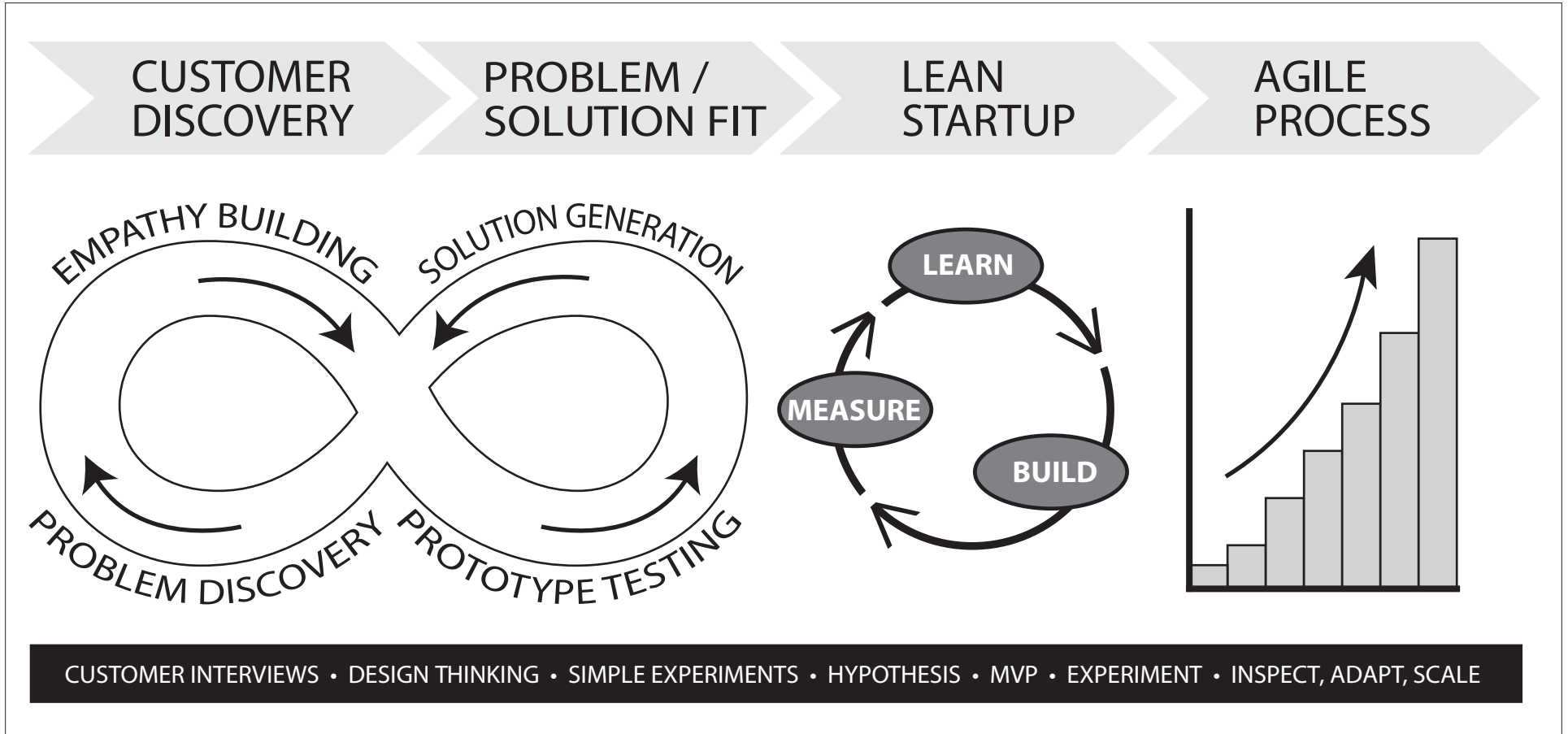


DIAGRAM BASED ON A CONCEPT BY WONFUL

## 2014 TEAM-GENERATED INITIATIVES



- Biometric access to lounges
- Big data proof of concept
- TSA wait times
- Gate experience
- Bag carousel notifications
- Personalization via beacons



## CUSTOMER INNOVATION R&D TEAM

### SUPPORT FUNCTIONS & RELATIONSHIPS

#### ACTIVE INTERNAL ENGAGEMENT

- Facilitate product team workshops
- Review product manager roadmaps
- Facilitate brainstorm sessions
- Encourage data-driven decision making
- Support experiments
- Host internal hackathons
- Teach customer interview skills

#### INSIGHTFUL CUSTOMER ENGAGEMENT

- Test behavior and intent
- Identify key markets and customer segments
- Conduct field tests
- Research problem/solution fit
- Sponsor learning events

#### ADVANCED TECHNOLOGY RESEARCH

- Track current/future consumer trends
- Attend future-focused events and conferences
- Consult with technology leaders
- Share reports on research

#### STRATEGIC EXTERNAL RELATIONSHIPS

- Host meetups and sponsor industry events
- Participate in external workshops
- Develop contacts via networking opportunities
- Study process and learnings of other industry leading R&D teams
- Partner with other corporate teams to solve common problems