

# Customer Centered Design

## principles

Allows teams to understand and deliver solutions to address unmet needs, hidden opportunities, and difficult problems



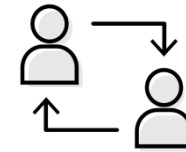
### Get close to our customers

Develop a deep understanding of our customers, end users, and other stakeholders and the context they live and work in



### Turn insights into action

Make research useable and actionable



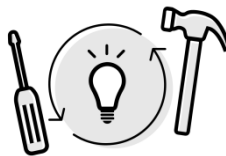
### Drive collaboration

Great ideas are the product of many – Encourage diverse internal and external perspectives, interactions, and sharing



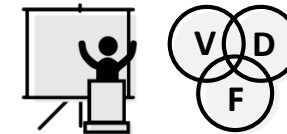
### Think holistically

Think beyond product solutions to create great customer experiences and successful business models



### Experiment and iterate

Learn by doing – build, test, and refine ideas to arrive at better solutions for our customers



### Deliver a compelling solution

Creatively communicate the new offering in a way that excites potential customers and drives advocacy and action from leadership