Hi! We are DO OK

We develop life-changing software to make users' lives easier

тм



How to craft a value-driven backlog

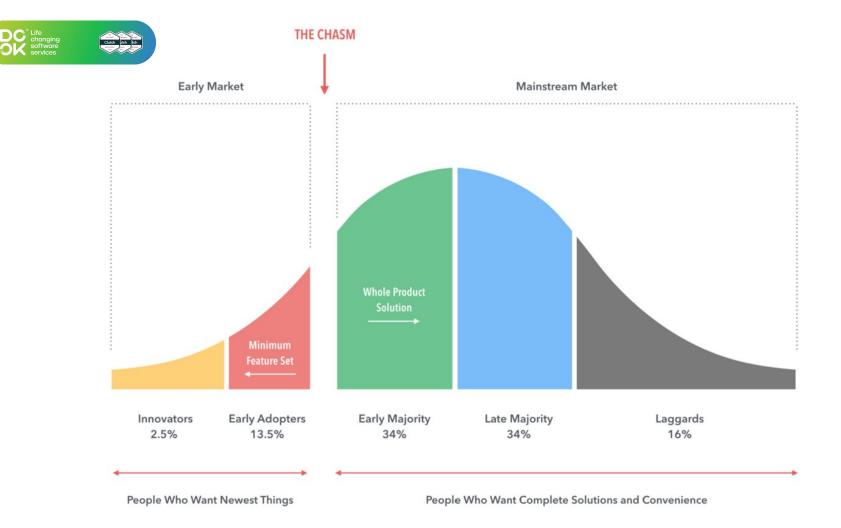
Dmitrij Żatuchin

A guide to help you squeeze out the essence of your business into a product backlog for further development or reexamine the current.



To achieve mainstream market success, you must address your customers' needs fully with a whole product.

Geoffrey Moore Crossing the Chasm





Asymmetric products have a 3-dimensional value proposition that catalyzes value for you, your customers and the host superpower in your targeted ecoregions.

Joseph E. Bentzel

Asymmetric Marketing: Tossing the 'Chasm' in the Age of the Software Superpowers



What value to society?				Self transcendence TOMS Seventh Generation				
LIFE CHANGING ELEMENTS How does it change my life?			Provides hope Self actualization GNC Harley-Davids Solid Gold Leica		ization Davidson			
			Motivation Weight Watchers Fitbit	Heirloom Patek Philippe Bentley	Affiliation & belonging Sierra Club Boston Red Sox			
EMOTIONAL ELEMENTS How does it feel?		Reduces anxiety PayPal AAA	Rewards me American Airlines Starwood	Nostalgia Disney Lego	Design / Aesthetics Nike Lululemon	Badge value BMW Prada		
		Wellness WebMD CVS Health	Therapeutic value L'Occitane Dr. Scholl's	Fun/ Entertainment Busch Gardens Celebrity Cruises	Attractiveness Hugo Boss Victoria's Secret	Provides access Ancestry.com iTunes		
UNCTIONAL ELEMENTS	Saves time	Simplifies	Makes money	Reduces risk	Organizes	Integrates	Connects	
/hat does it do?	E-Z Pass Zappos	Google Samsung	Vanguard American Funds	Symantec MetLife	The Container Store TurboTax	Microsoft Outlook Apple	Facebook Verizon	
	Reduces effort Cuisinart Amazon	Avoids hassles	Reduces cost Walmart Prius	Quality Tumi Patagonia	Variety Etsy CarMax	Sensory appeal Starbucks Sephora	Informs Wikipedia Consumer Reports	

INWARDLY-FOCUSED VALUE

OUTWARDLY-FOCUSED VALUE



Top values in B2C industries

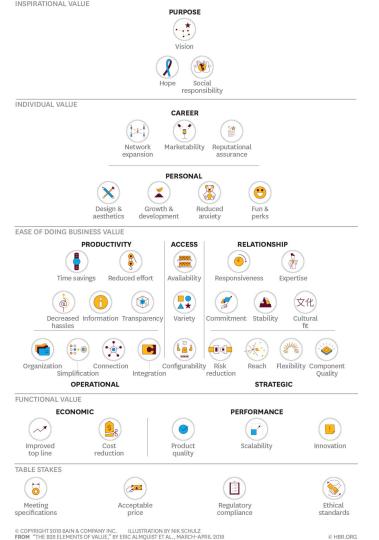
- Multiple elements means more loyal customers.
- Scoring high on 4+ elements delivers revenue growth 4x compared to companies with a high score on one aspect.

APPAREL RETAIL	TV SERVICE PROVIDERS
QUALITY	QUALITY
VARIETY	VARIETY
AVOIDS HASSLES	REDUCES COST
DESIGN/AESTHETICS	DESIGN/AESTHETICS
SAVES TIME	FUN/ENTERTAINMENT
DISCOUNT RETAIL	CONSUMER BANKING
QUALITY	QUALITY
VARIETY	PROVIDES ACCESS
REDUCES COST	HEIRLOOM
SAVES TIME	AVOIDS HASSLES
REWARDS ME	REDUCES ANXIETY
GROCERY	BROKERAGE
QUALITY	QUALITY
VARIETY	MAKES MONEY
SENSORY APPEAL	HEIRLOOM
REDUCES COST	VARIETY
REWARDS ME	PROVIDES ACCESS
FOOD AND BEVERAGES	AUTO INSURANCE
QUALITY	QUALITY
SENSORY APPEAL	REDUCES ANXIETY
VARIETY	REDUCES COST
DESIGN/AESTHETICS	PROVIDES ACCESS
THERAPEUTIC VALUE	VARIETY
SMARTPHONES	CREDIT CARDS
QUALITY	QUALITY
REDUCES EFFORT	REWARDS ME
VARIETY	HEIRLOOM
ORGANIZES	AVOIDS HASSLES
CONNECTS	PROVIDES ACCESS



Top values for B2B

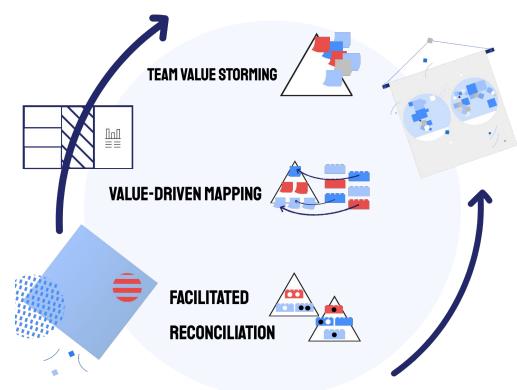
- Customers with shared values return with 85% probability.
- 2) The cost of customer acquisition is 5-25x
 higher than retaining current.
 Improve even one value, you might bring up
 to 95% increase in profits.





Value-focused workshop step-by-step

- 1) Value-storming session with founders
- 2) Spikes-to-values mapping exercise
- 3) Facilitated search for core values in customer segments
- 4) Squeezing a Maximum Value-Driven product backlog





Challenges you can solve with the approach



Find your Minimum Feature Set

How to get started with proper features for your product to get to the market



Have a demanded business

Meaning crafting the stickiness from the demand of your customer segments and crossing the chasm.



Examine how you deliver value

Does you product target what your customers value most?



Spend money right

Execute top 3 spikes that bring the most value to your business and your clients.



Step 0. Company's positioning statement.

For people who are dissatisfied with unclear fees and long waiting time Streit is a superapp that provides transparency combined with time and cost savings. Unlike Uber or Bolt, we deliver price comparison between all ride-hailing operators.

For (target customers)

Who are dissatisfied with (current market alternative)

Our product is a (new product category)

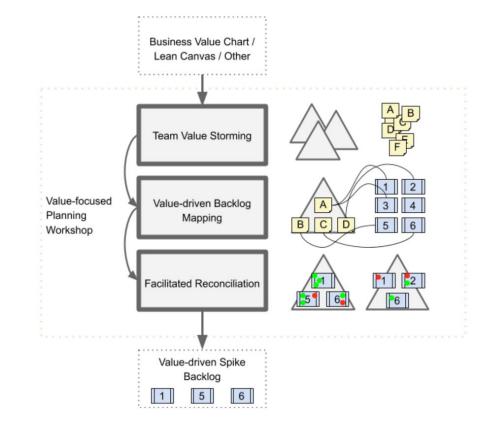
That provides (key problem-solving capability)

Unlike (the product alternative)

We have assembled (core differentiation)



Workshop's simplified scheme.



Read more about the offer

Something to read

Elements of Value - B2B: <u>https://hbr.org/2018/03/the-b2b-elements-of-value</u>

Elements of Value - B2C: <u>https://hbr.org/2016/09/the-elements-of-value</u>

Crossing the Chasm:

www.amazon.com/Crossing-Chasm-3rd-Disruptive-Mainstream-ebook/dp/B00DB3D81G

Asymmetric Marketing:

<u>www.amazon.com/Asymmetric-Marketing-Tossing-Software-Superpowers/dp/1419649809</u> (Very good, and rare position)

Need more help? Let's talk business!

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