

Hi! We are DO OK



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



Dmitrij Žatuchin

How to craft a value-driven backlog

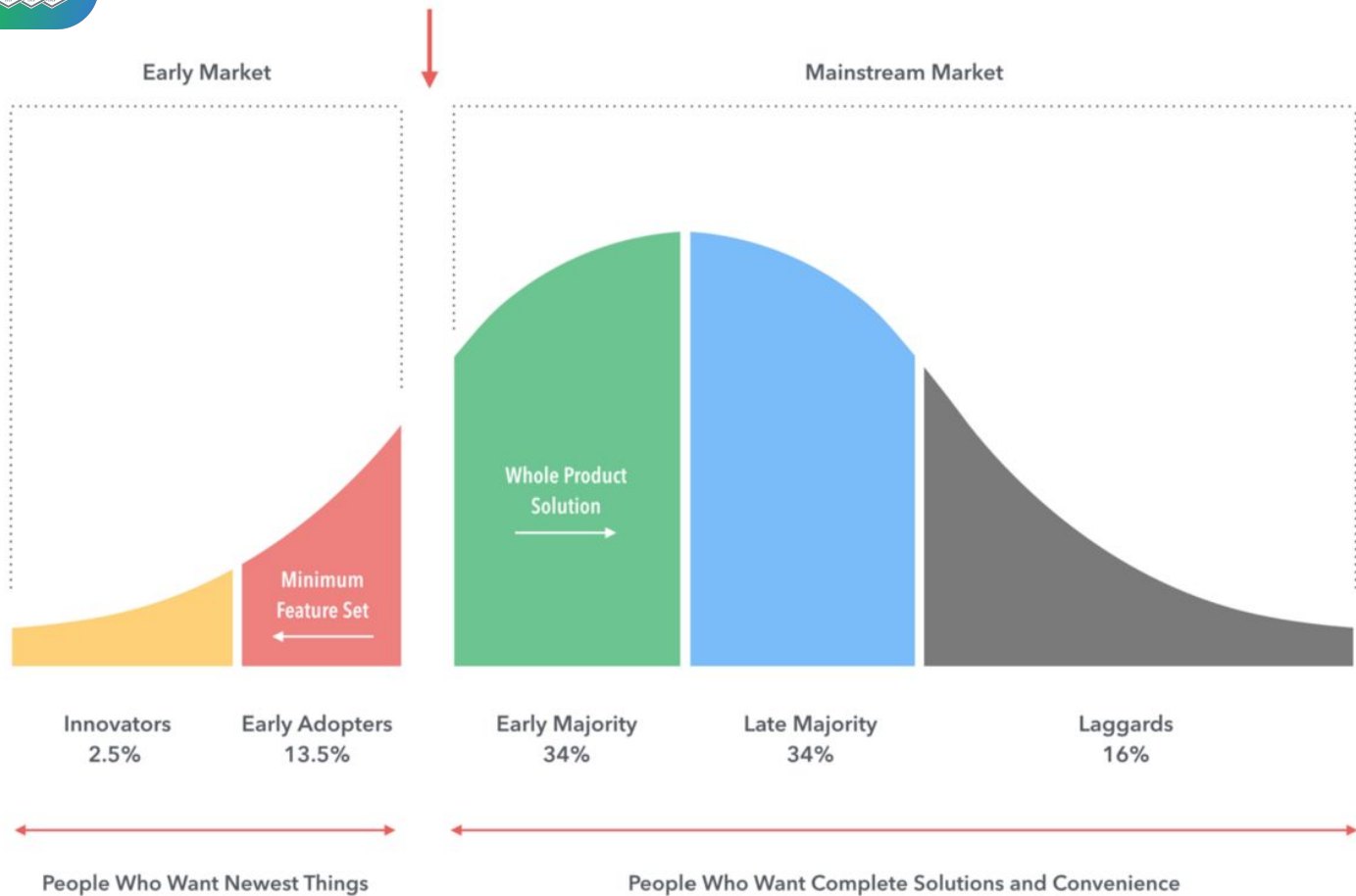
A guide to help you squeeze out the essence of your business into a product backlog for further development or reexamine the current.



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

Geoffrey Moore
Crossing the Chasm

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

SOCIAL IMPACT ELEMENTS

What value to society?

LIFE CHANGING ELEMENTS

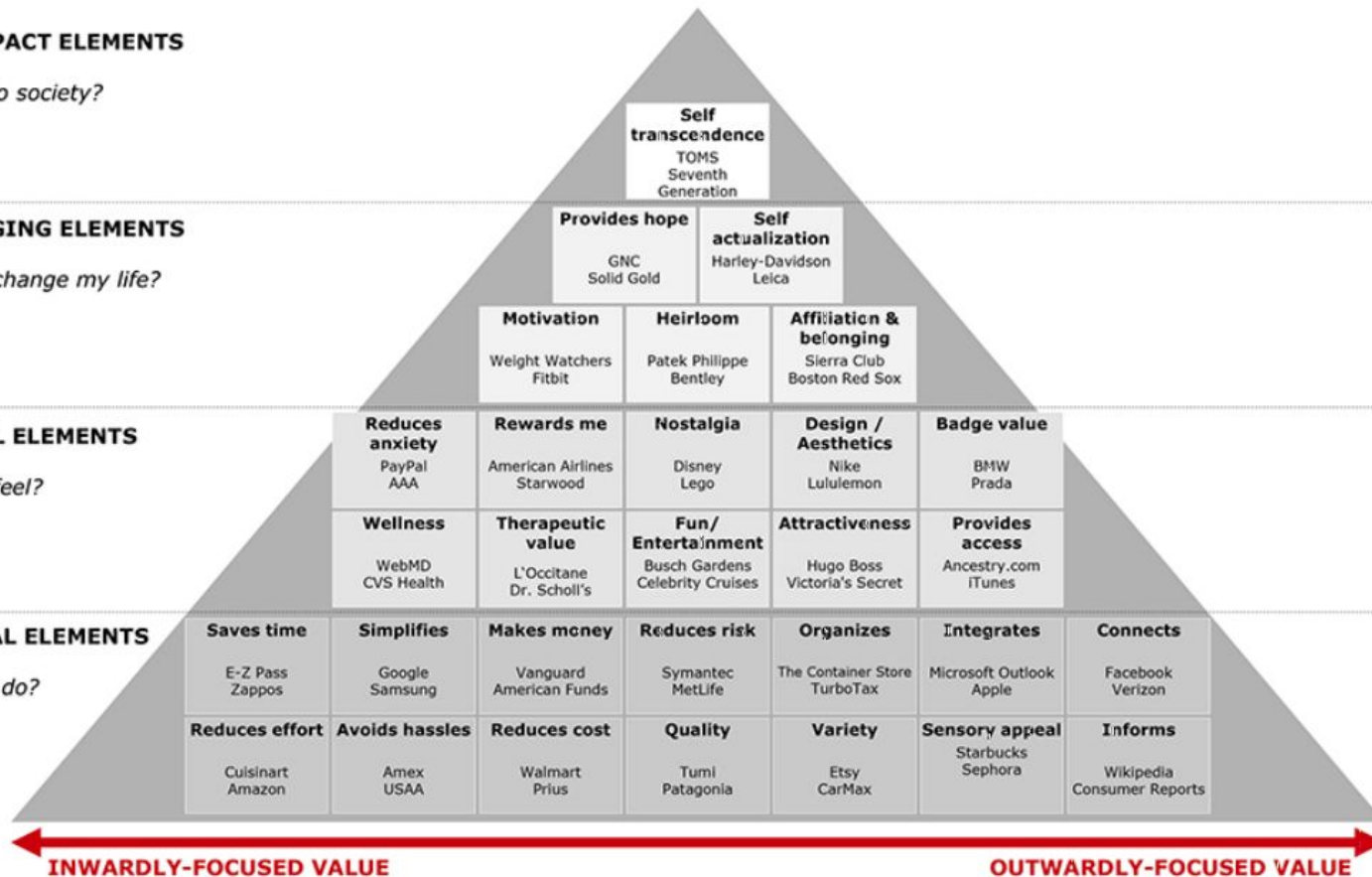
How does it change my life?

EMOTIONAL ELEMENTS

How does it feel?

FUNCTIONAL ELEMENTS

What does it do?



Top values in B2C industries

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

APPAREL RETAIL
QUALITY
VARIETY
AVOIDS HASSLES
DESIGN/AESTHETICS
SAVES TIME

TV SERVICE PROVIDERS
QUALITY
VARIETY
REDUCES COST
DESIGN/AESTHETICS
FUN/ENTERTAINMENT

DISCOUNT RETAIL
QUALITY
VARIETY
REDUCES COST
SAVES TIME
REWARDS ME

CONSUMER BANKING
QUALITY
PROVIDES ACCESS
HEIRLOOM
AVOIDS HASSLES
REDUCES ANXIETY

GROCERY
QUALITY
VARIETY
SENSORY APPEAL
REDUCES COST
REWARDS ME

BROKERAGE
QUALITY
MAKES MONEY
HEIRLOOM
VARIETY
PROVIDES ACCESS

FOOD AND BEVERAGES
QUALITY
SENSORY APPEAL
VARIETY
DESIGN/AESTHETICS
THERAPEUTIC VALUE

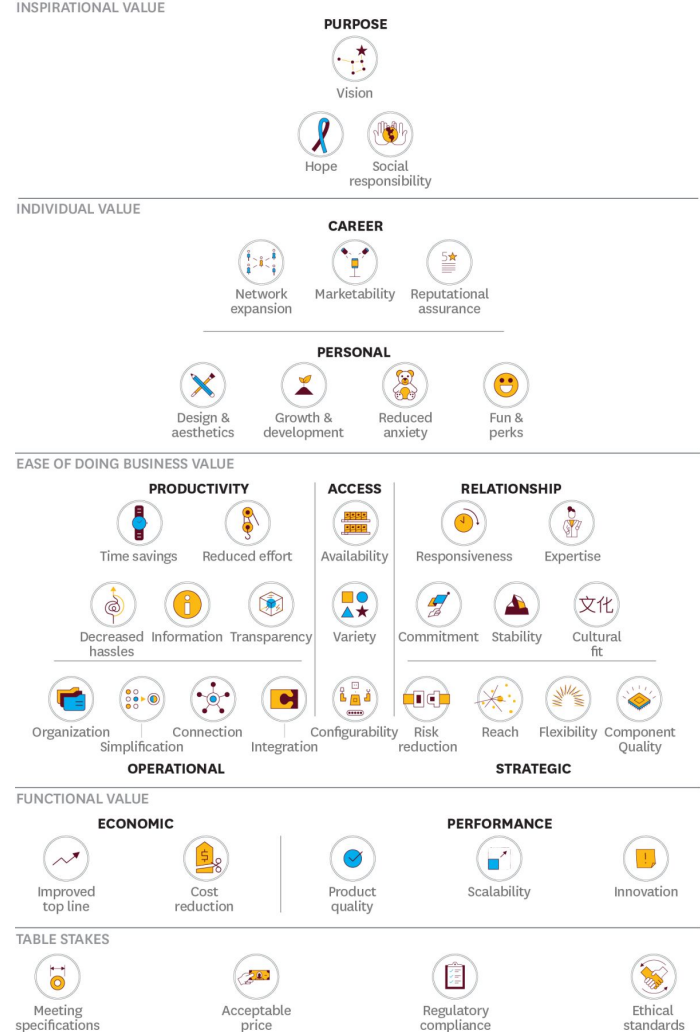
AUTO INSURANCE
QUALITY
REDUCES ANXIETY
REDUCES COST
PROVIDES ACCESS
VARIETY

SMARTPHONES
QUALITY
REDUCES EFFORT
VARIETY
ORGANIZES
CONNECTS

CREDIT CARDS
QUALITY
REWARDS ME
HEIRLOOM
AVOIDS HASSLES
PROVIDES ACCESS

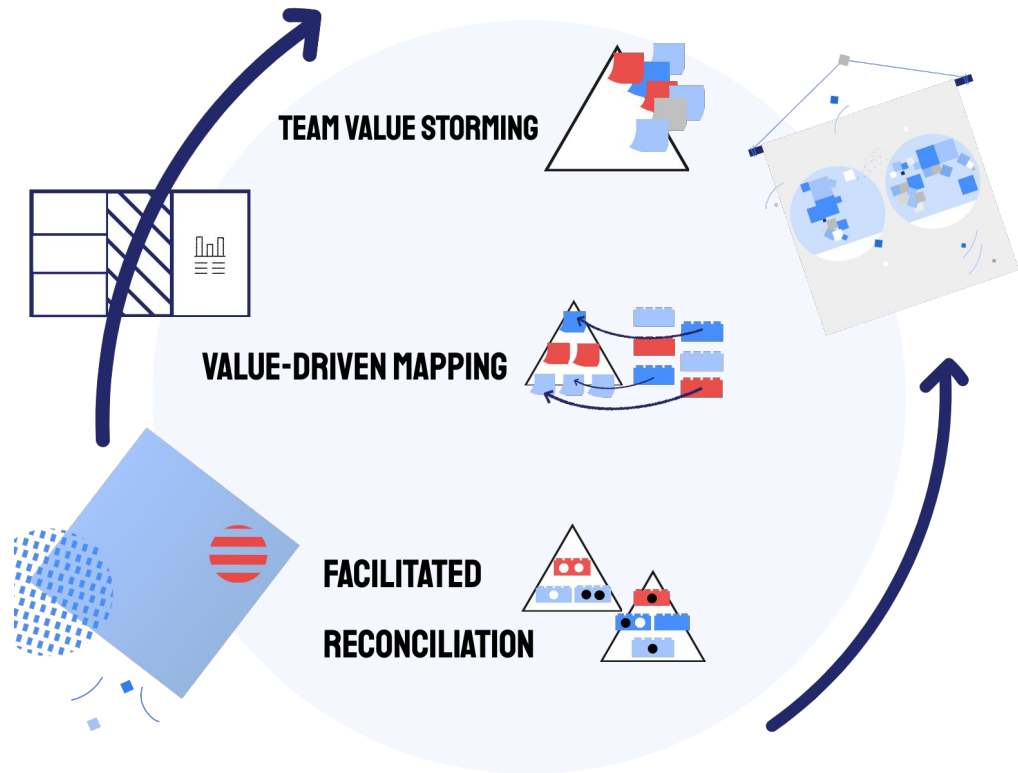
Top values for B2B

- 1) 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 your 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 Strejt 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)

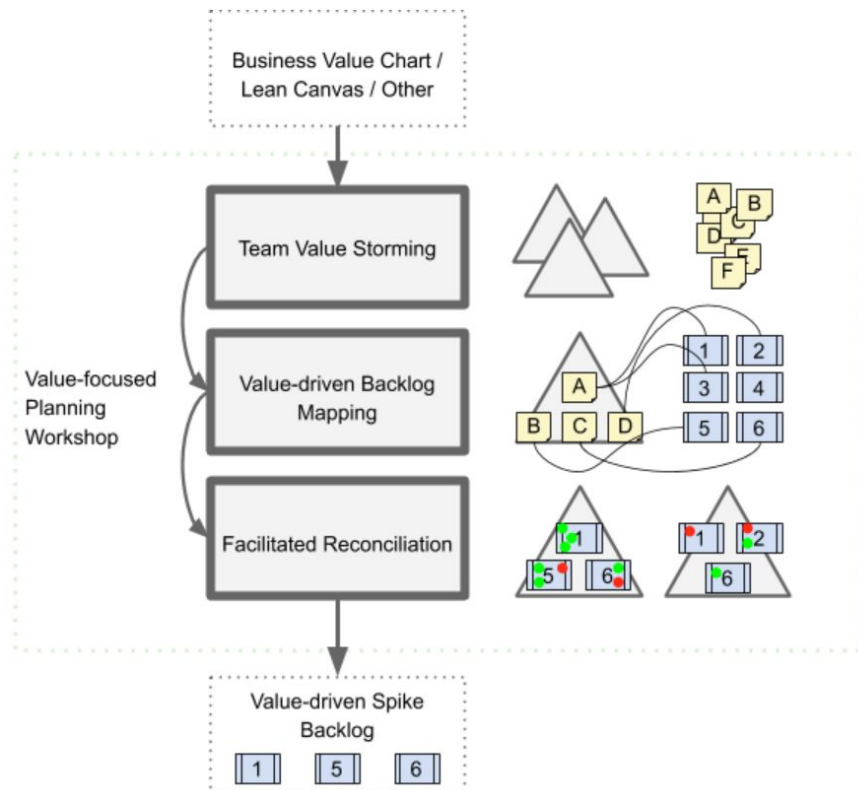
That provides (key problem-solving capability)

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

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

Crossing the Chasm:

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

Asymmetric Marketing:

www.amazon.com/Asymmetric-Marketing-Tossing-Software-Superpowers/dp/1419649809

(Very good, and rare position)

Need more help? Let's talk business!

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