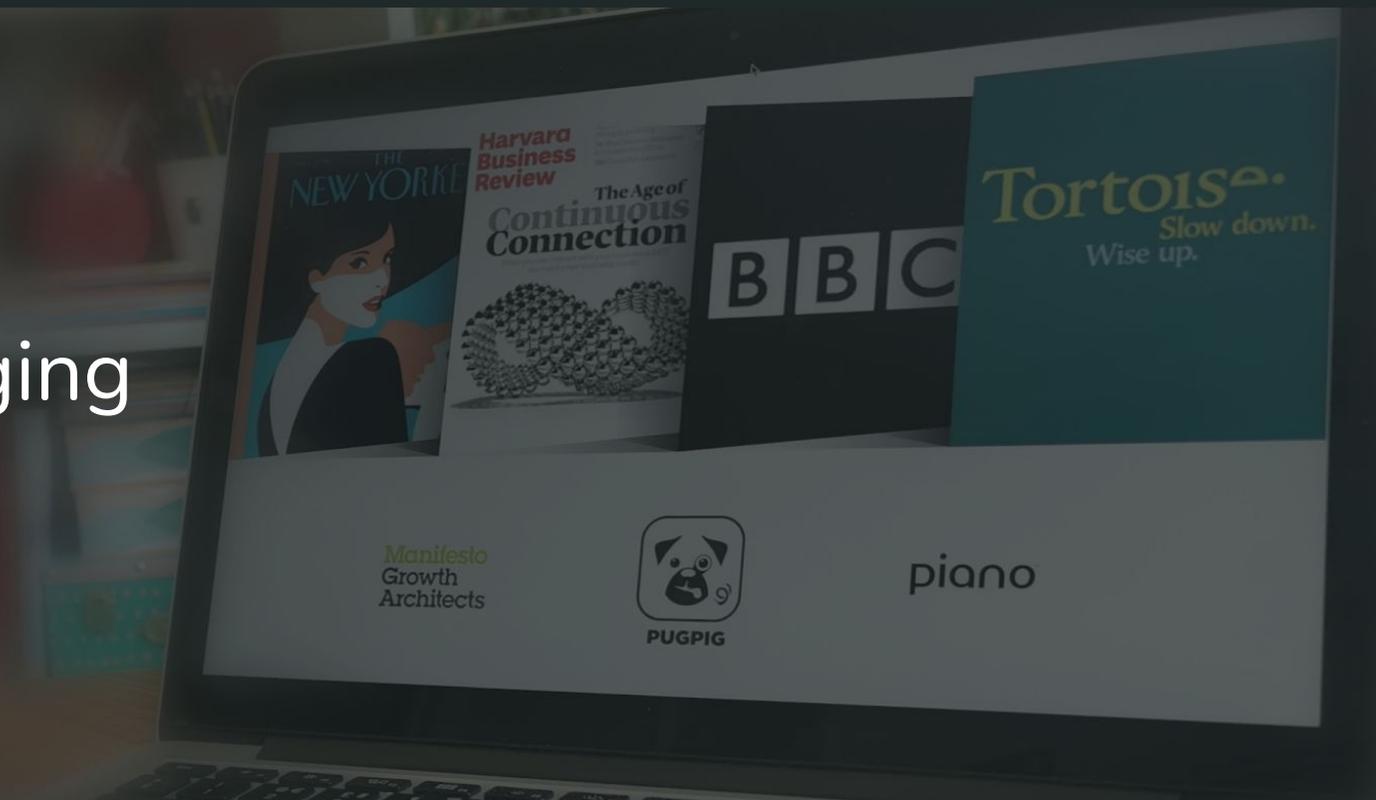


Building a Subscription Business.

Masterclass 3:
How to design super-engaging digital products

@BuildingaSubBiz
#SubBiz



Manifesto
Growth
Architects



PUGPIG

piano

1

FOCUS around
customer
engagement

2

Connect customer
and commercial
VALUE

3

PLAN capabilities
and ways of
working

4

DESIGN the
product with a
customer focus

5

BUILD
incrementally
and at speed

6

LAUNCH, learn
and iterate
product

7

DEFINE the
customer
messaging
strategy

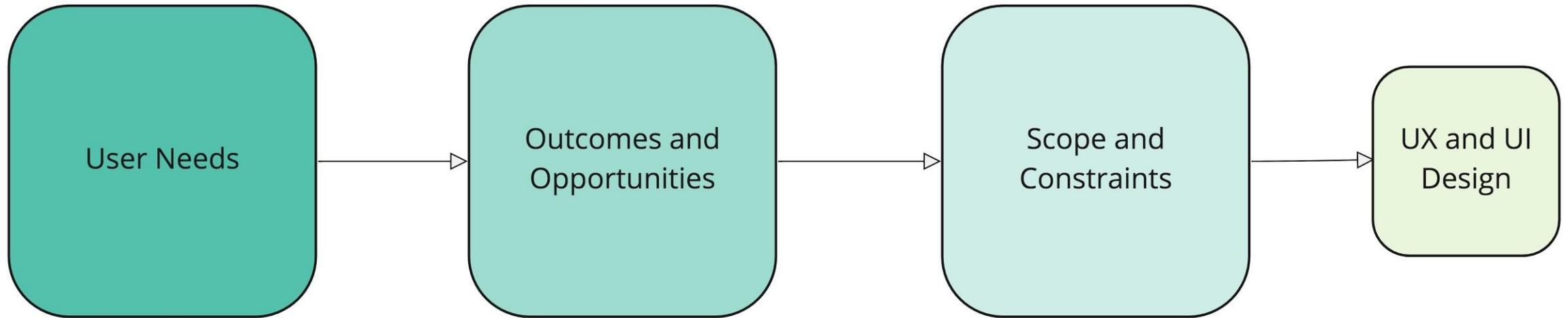
8

IMPLEMENT user
flows

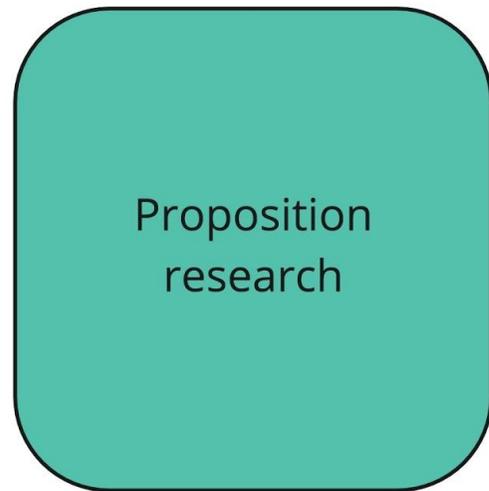
9

Test and learn to
OPTIMISE value

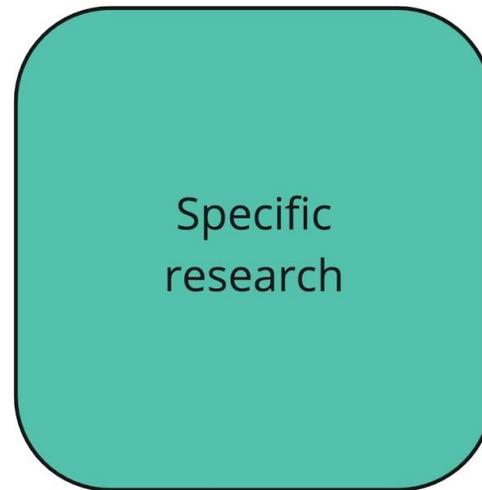
Product Definition



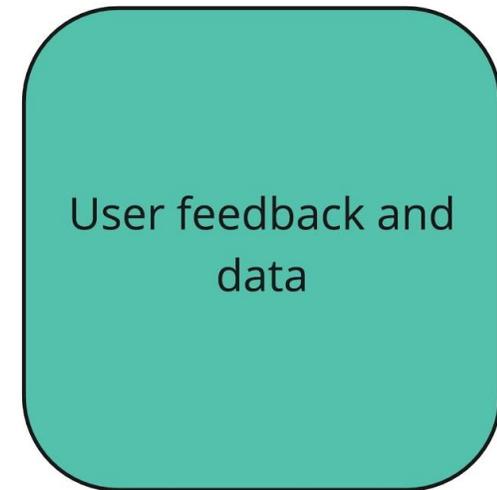
User Needs



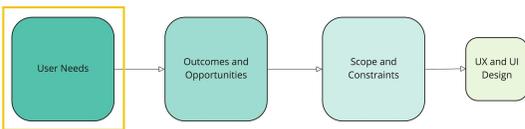
+



+



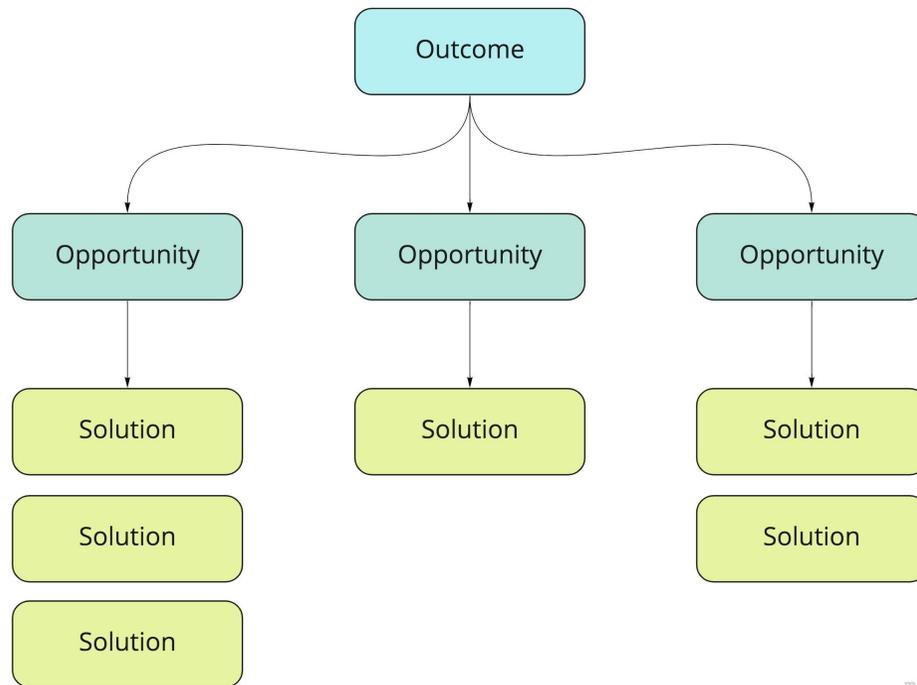
miro



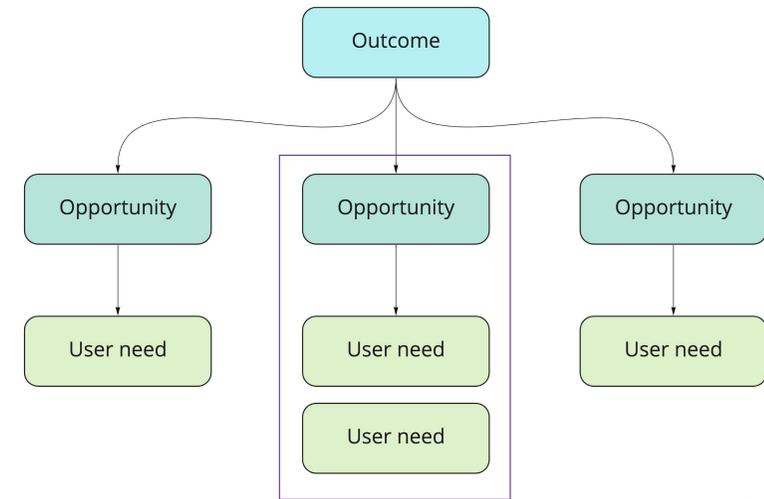
miro

Outcomes and Opportunities

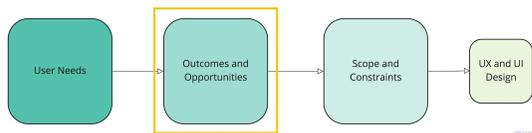
Opportunity Solution Tree - Teresa Torres



miro

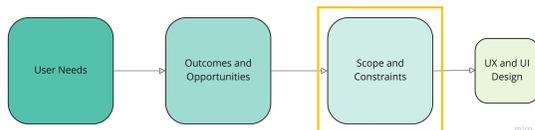
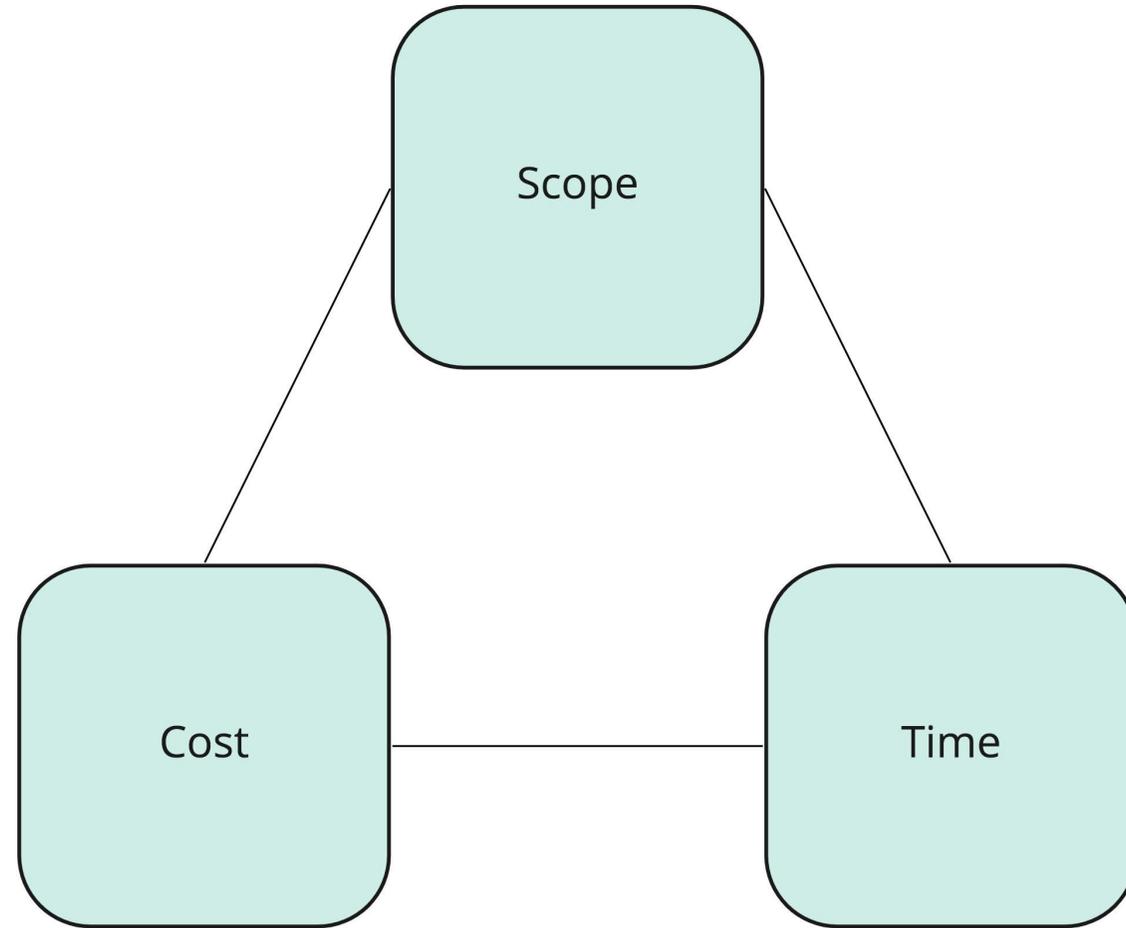


miro

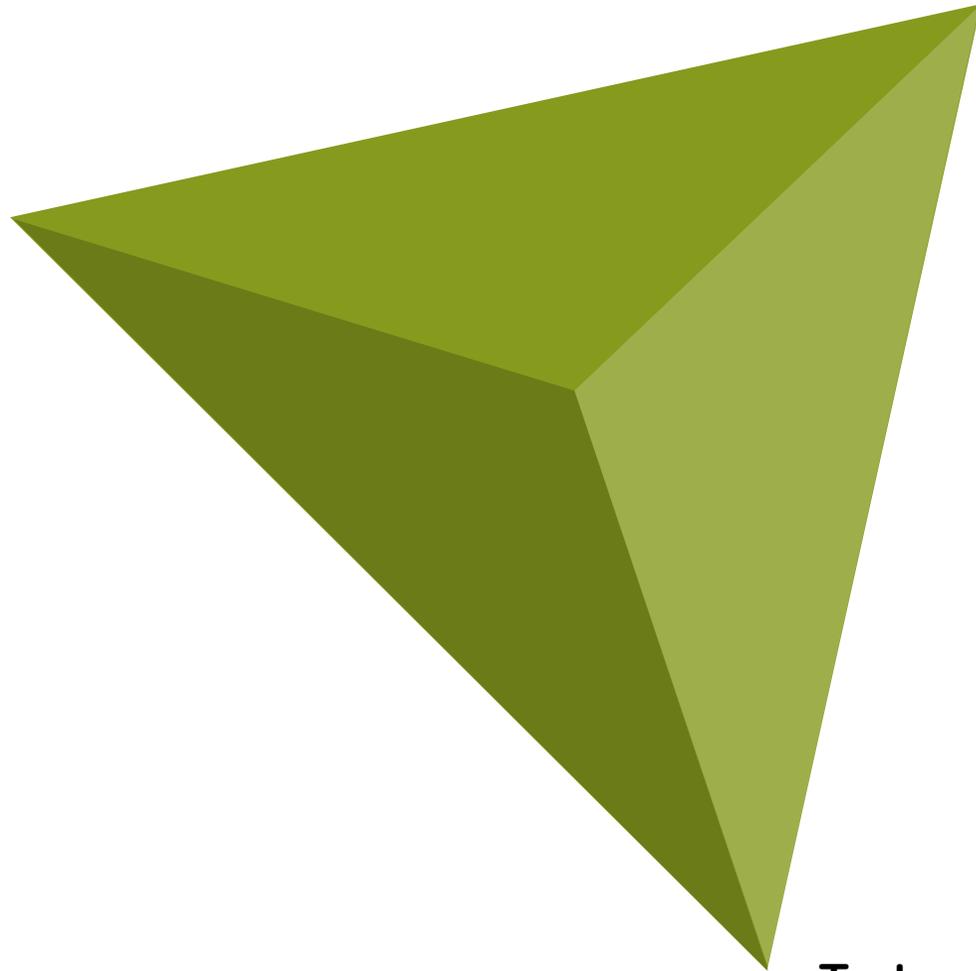


miro

Scope and Constraints



**Customer
needs**



**Business
needs**

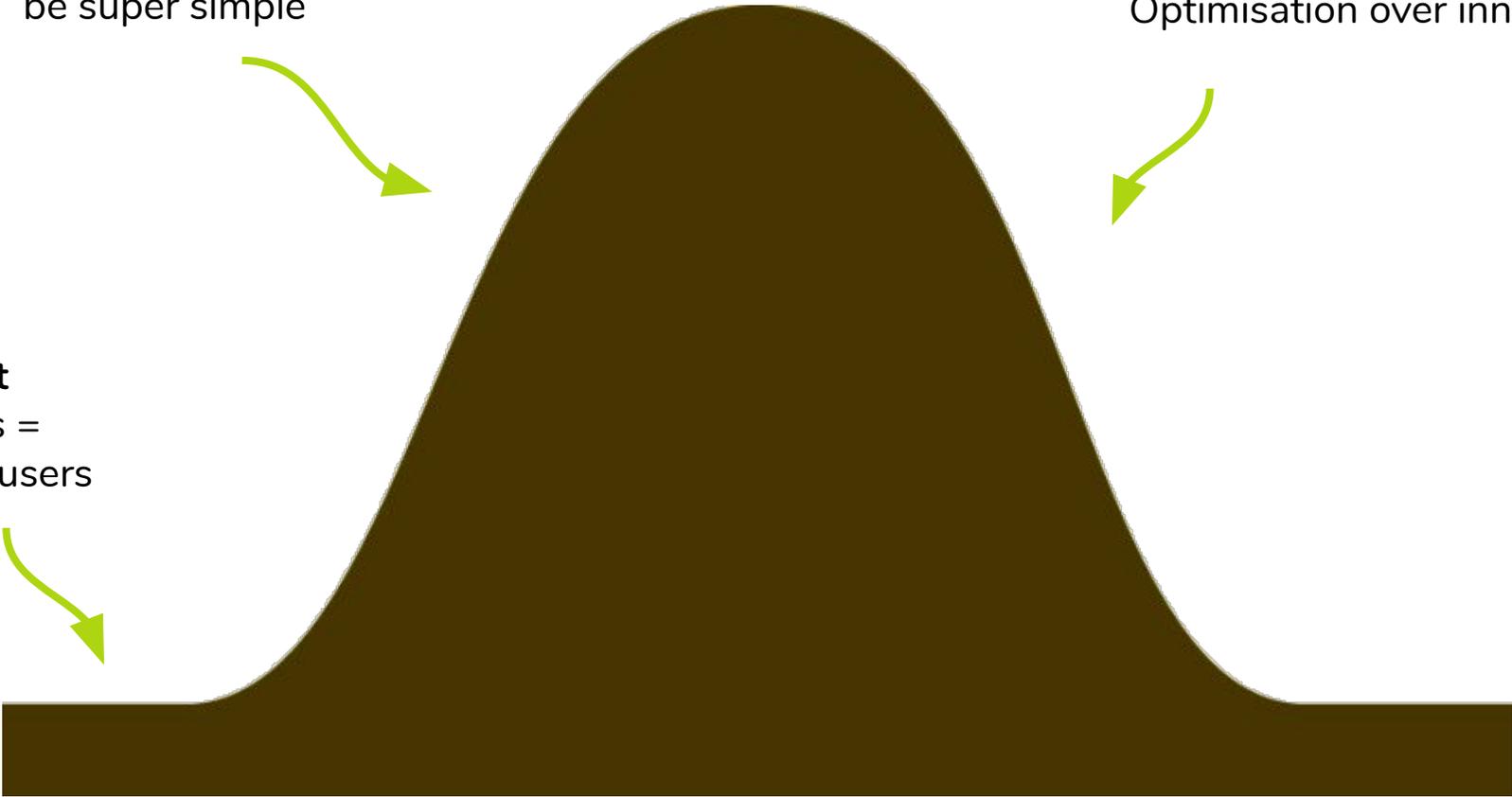
**Technology
constraints & opportunities**

Product/market maturity

Majority users
Really bad at tech; has to be super simple

Mature product
Optimisation over innovation

Novel product
Early adopters = sophisticated users

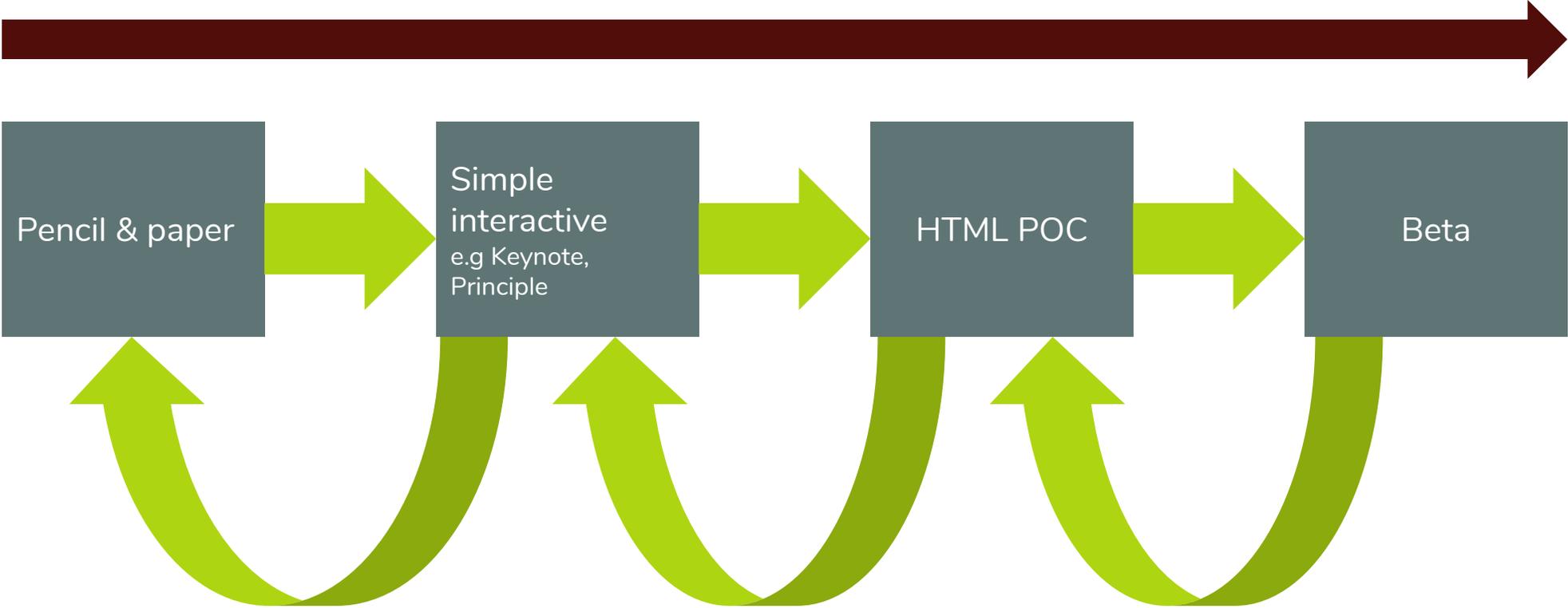


User needs



Iteration

Increasing fidelity



THE GOVERNMENT IS UNWELL

BRITAIN'S DISEASE

Coronavirus is a vicious illness which has brutally exposed the weakness of the British government. The UK stands alone, suffering damage which is almost without parallel

Kalashnikovs of tomorrow

The new swarms

DRONES

LETTERS FROM LOCKDOWN

Lou Stoppard

My dad, Ringo Starr

THE GUT

Good shit

The gut microbiome is the most exciting new frontier in medicine. Here's why

TECH NATIONS

Welcome to Apple

THE C-19 CAREER CRUNCH Mon 12.30

The Covid-19 pandemic is redrawing our world, and the long-term effects on our careers are yet to unfold. Fill out our survey to tell us how you are renegotiating your future during the global pandemic. >

Xavier Greenwood, Reporter

RUSSIA #1 Influencer

He diminished Russia, but after 20 years in power Vladimir Putin has won the global information war

How much water can you buy for \$1?

0.27 litres

Liquid Death comes in a can from the Austrian Alps and costs \$3.70 a litre

Thank you

How to define a customer messaging strategy

When: June 24th, 2020

Time: 15:00 GMT, 10:00 EST

How to shift an organisation into engagement thinking

When: July 1st, 2020

Time: 15:00 GMT, 10:00 EST

@BuildingaSubBiz
#SubBiz

Manifesto
Growth
Architects

sam.jordan@manifestogrowth.com



PUGPIG

jonny@kaldorgroup.com

piano

tim.rowell@piano.io