

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

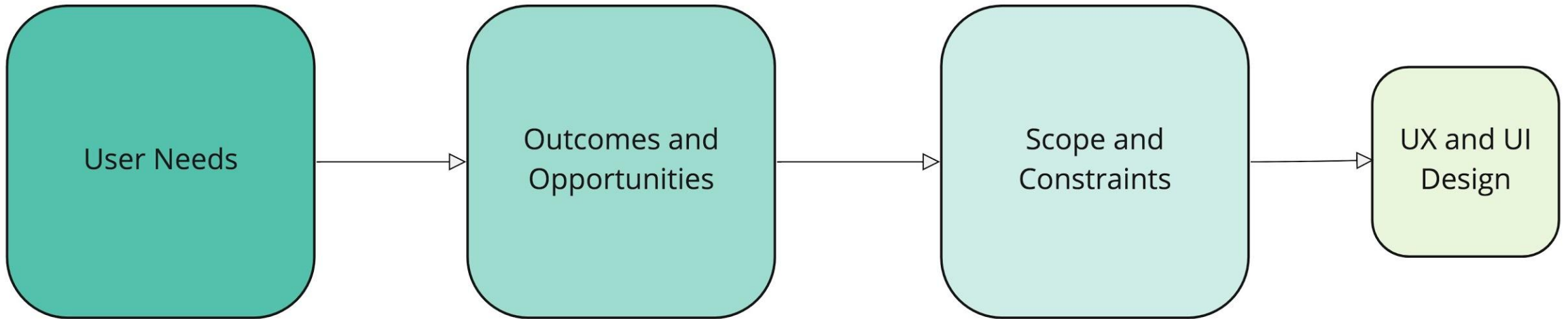
8

IMPLEMENT user
flows

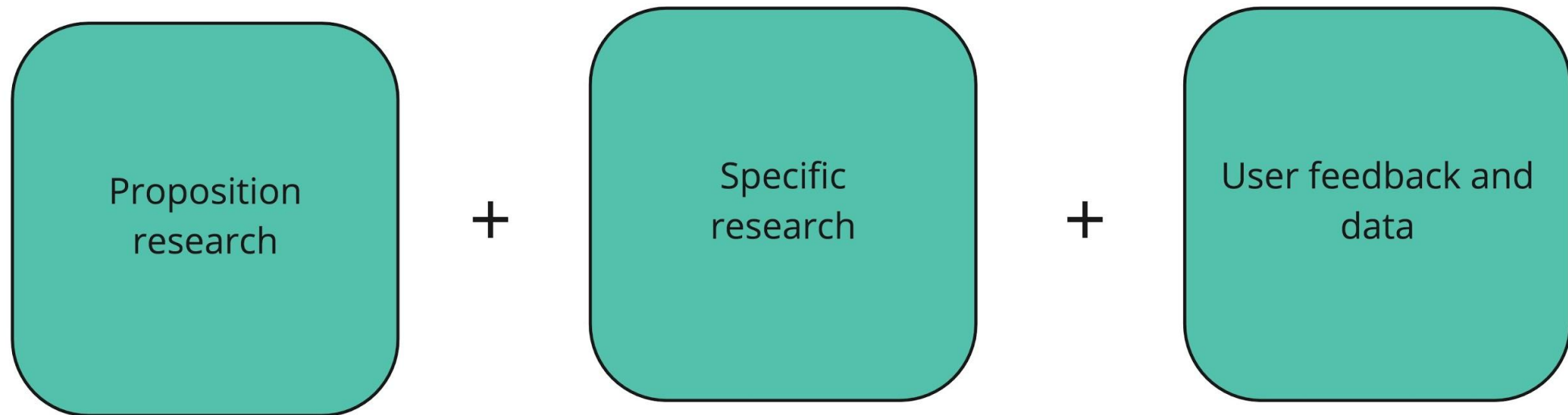
9

Test and learn to
OPTIMISE value

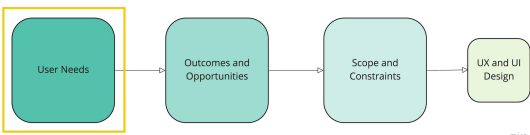
Product Definition



User Needs

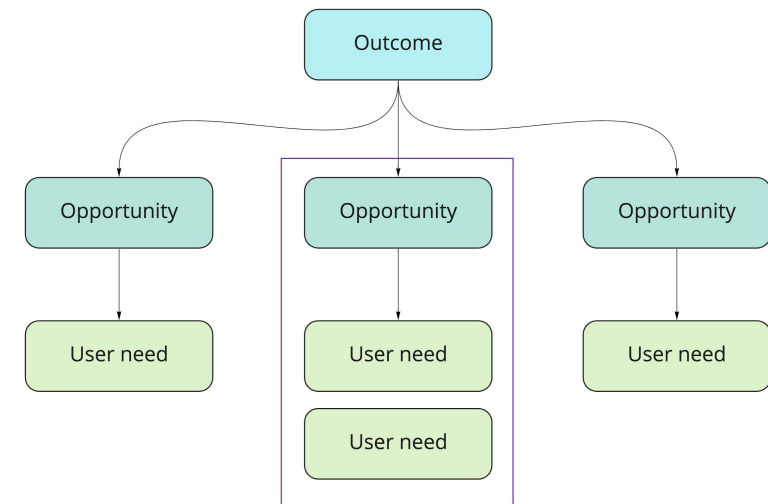
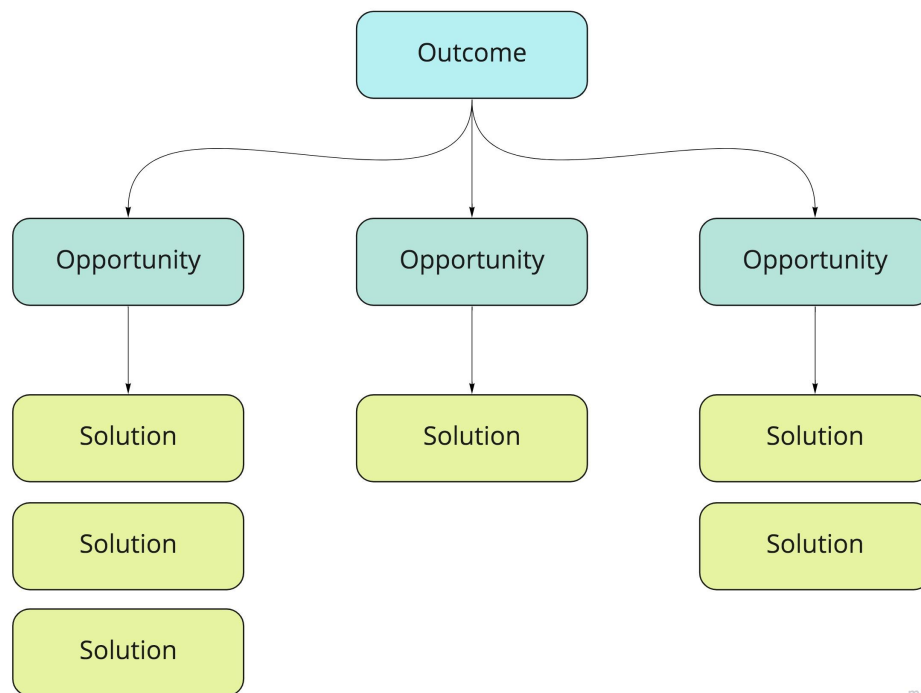


miro



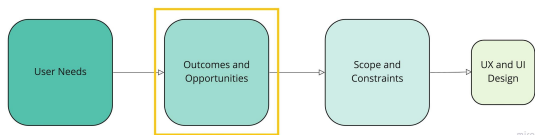
Outcomes and Opportunities

Opportunity Solution Tree - Teresa Torres



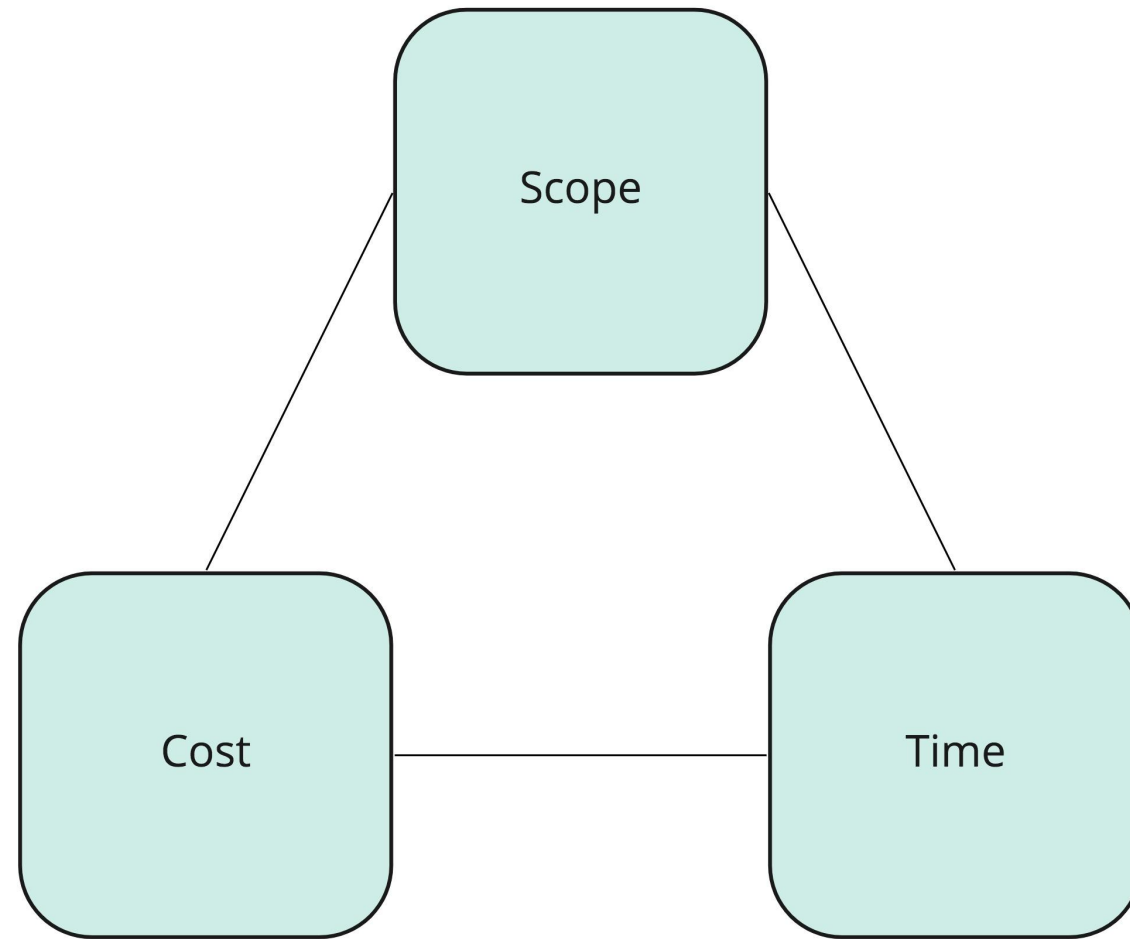
miro

miro

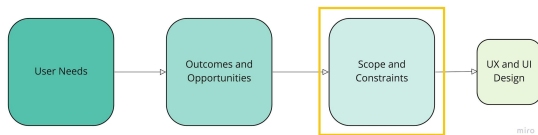


miro

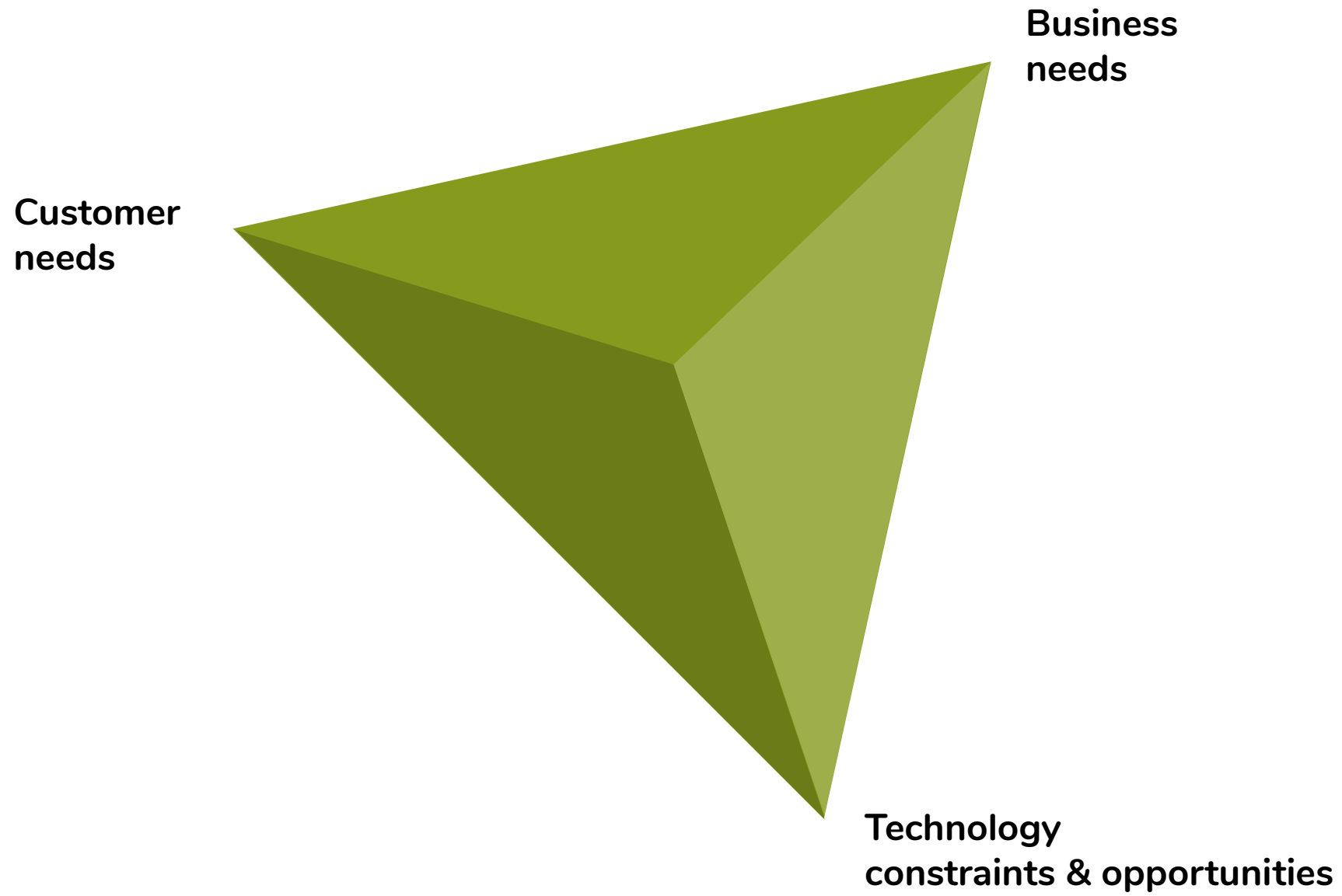
Scope and Constraints



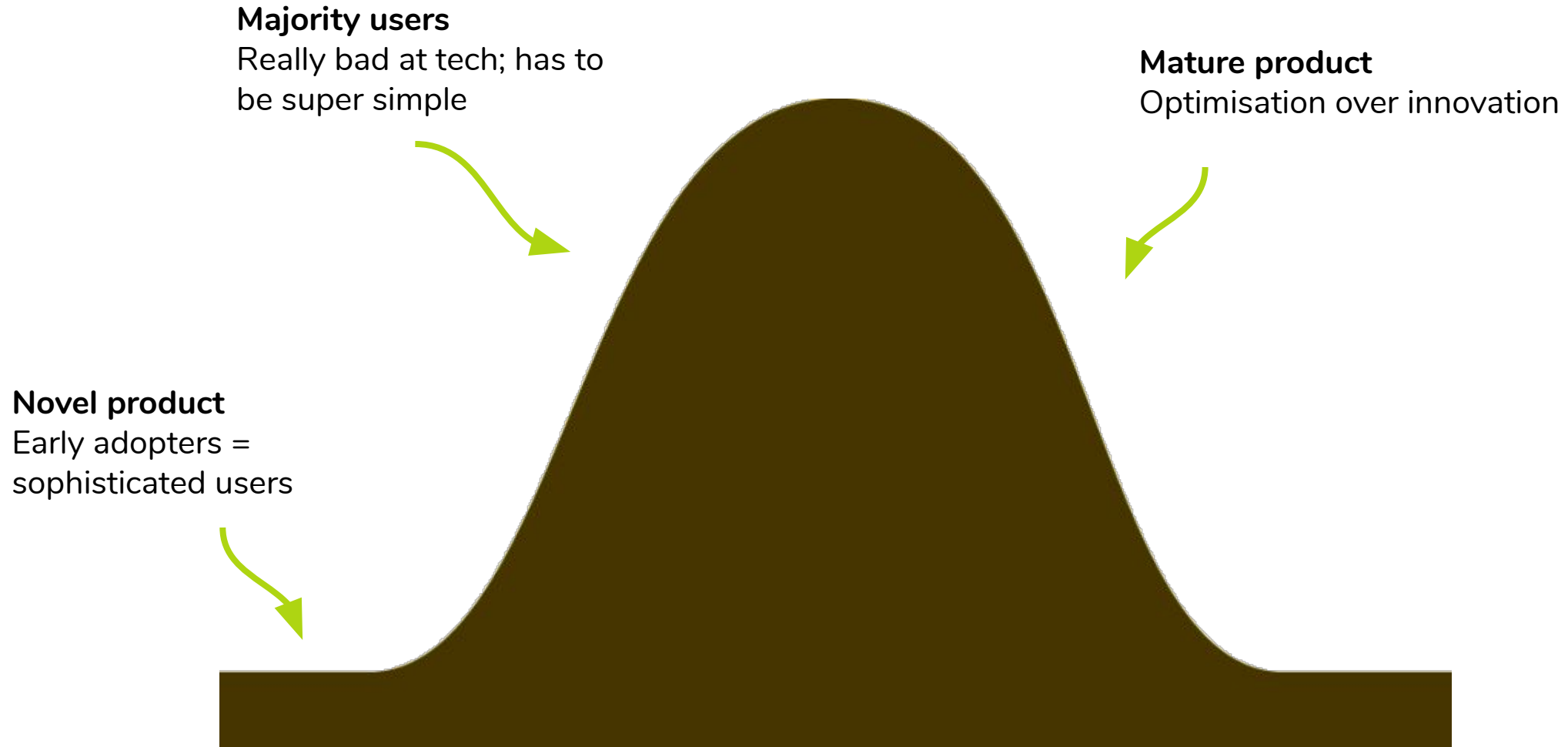
miro



miro



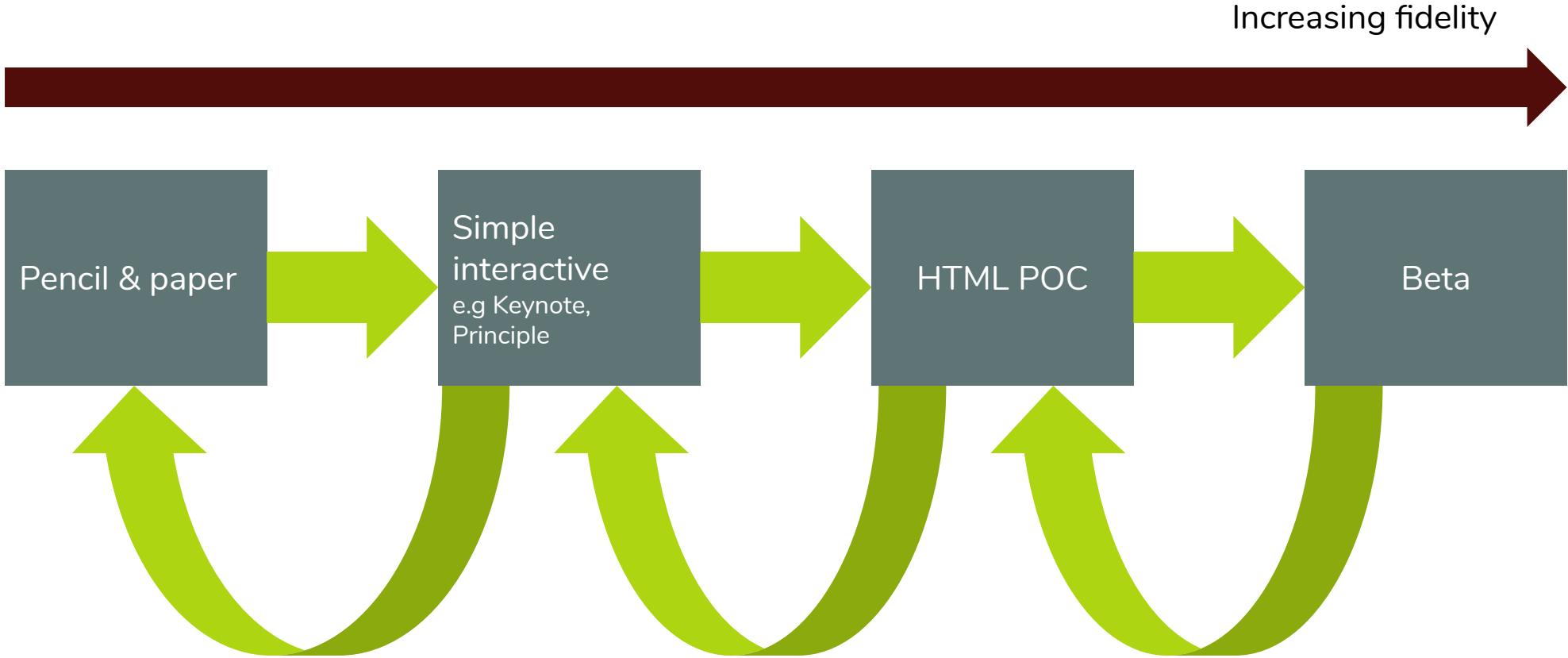
Product/market maturity



User needs



Iteration



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

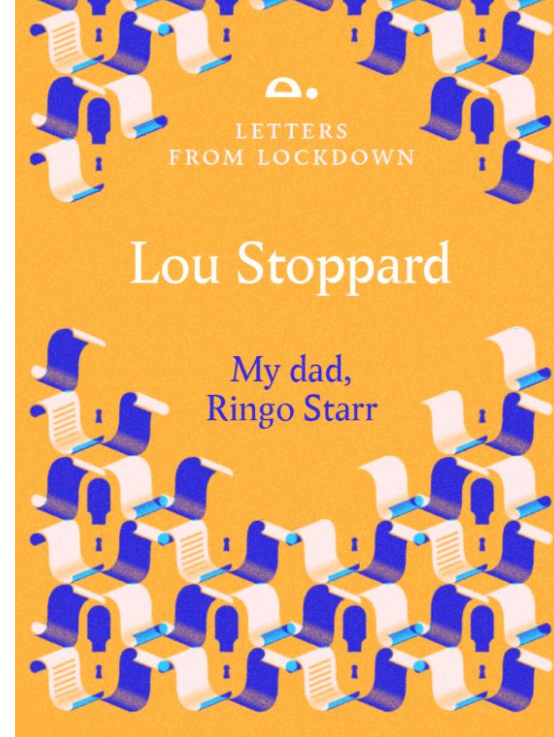
15



Kalashnikovs of tomorrow

The new swarms

DRONES



LETTERS FROM LOCKDOWN

Lou Stoppard

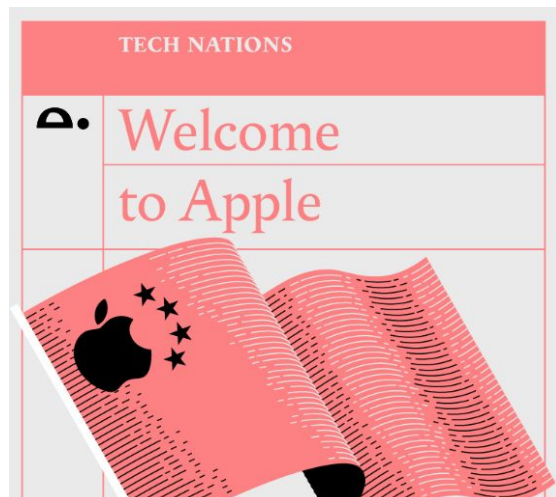
My dad, Ringo Starr



Good shit

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

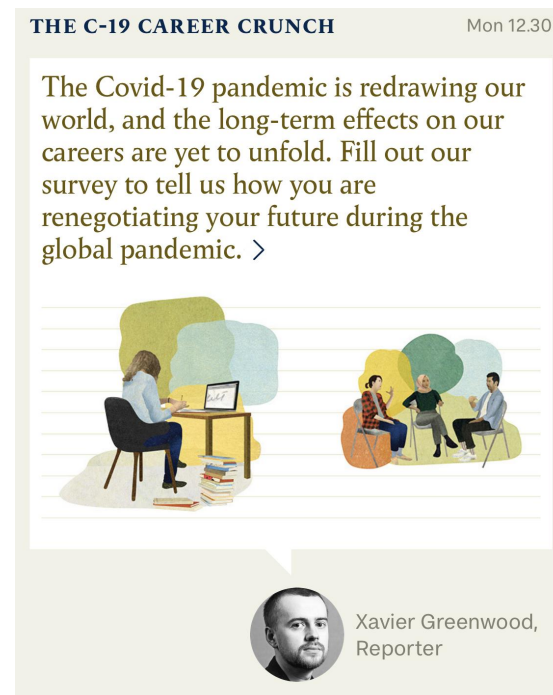
TECH NATIONS



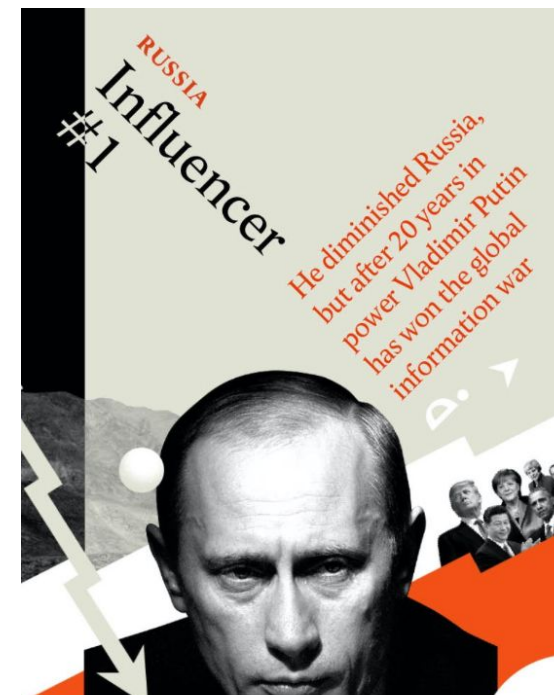
Welcome to Apple

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