

Customer Centered AI: A Radical Strategy



RADICAL PRODUCT



Agenda

40 min: Presentation on how to craft your Vision and Strategy
Followed by workshop where we put the toolkit in action:

30 min: Vision

20 min: Sustainability

45 min: Create RDCL

30 min: Evaluate RDCL

15 min: Group Presentation

10 min: What's Next?

Why do we need **Customer-Centered AI** ?

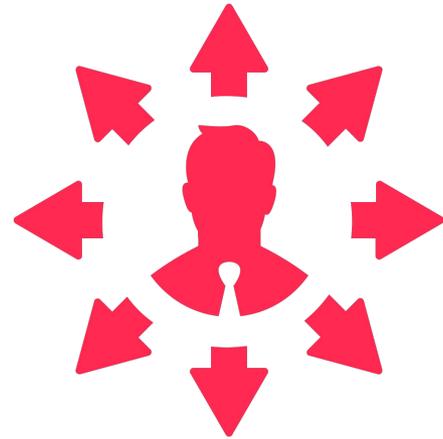
Five “**product diseases**”
that strike AI/ML products hardest



Strategic Swelling

Product tries to do **too much** for **too many** users

Unfocused efforts, weak value proposition



“These eighteen features are table stakes for the industry. We’ll decide how to differentiate after these get built.”

Obsessive Sales Disorder (OSD)

Features delivered for
individual customers

Fragmented product,
distracted engineers



“This big prospect won’t buy unless we add this one new feature. Don’t worry, we’ll only turn it on for them.”

Pivotitis

Rapid, frequent changes
in product direction

Confused customers,
confused product team



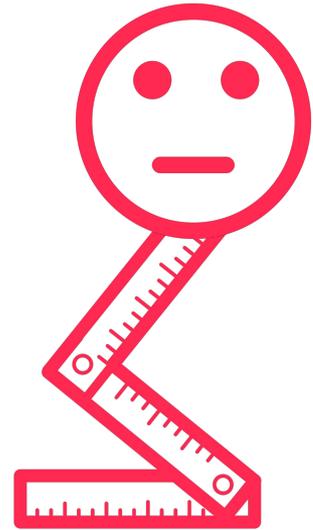
“Doing POS integration was too hard, so we pivoted into B2C restaurant recommendations instead.”

Hypermetricemia

Obsession with metrics and analytics

Incremental product improvement, stuck in local maxima

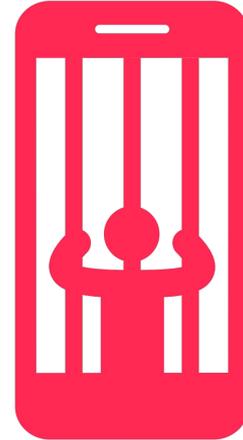
“MEASURE EVERYTHING! TEST EVERYTHING!”



Locked-In Syndrome

Commitment to a **technology platform** rather than a problem space

Reduces flexibility in solving customer needs



“Our VCs funded an AI company — we can’t just use a simple lookup table to recommend products!”

Lean and **Agile**

...are helpful, but **not sufficient**, for creating customer centric products

...are **risk-mitigating** execution techniques, **not value-creating** product strategy tools

...are **often abused**, leading to several common negative consequences

What is **RADICAL PRODUCT** ?

It's a movement of product leaders
creating **vision-driven products**

...based on a **shared language**
for product vision and strategy

The **free and open-source** Radical Product Toolkit helps you...



Define your
vision



Develop your
strategy



Set your
priorities



Execute against
metrics

...and **communicate** these across your team
and within your organization

The toolkit makes Radical Product thinking **practical** and **accessible**



So, let's get started.

Who are we?



Nidhi Aggarwal
Business Strategy

@AggarwalNidhi



Radhika Dutt
Product Management

@RadhikaDutt



Geordie Kaytes
Product Design

@didgeoridoo



Define your
VISION

LIKELI



“To be the **go-to platform** for wine education and purchasing.”

NOT A GOOD VISION



“To be the **go-to platform** for wine education and purchasing.”

MUCH BETTER!



“To make buying and learning about wine less intimidating and more enjoyable for **people who want to drink good wine but don’t have the time to become experts.**”

What is a “good” vision ?

*Hint: it's **not about you***

A “good” vision...



...is centered on the
problem



...can be shared by both
your team and **your**
customers



...and visualizes a
concrete end state

Use the **Radical Vision Worksheet** to iterate on your vision until you're happy with it

Today, when _____ want to _____ ,
identified group of people *desirable outcome*

they have to _____ . This is unacceptable, because
current activity/solution(s)

_____ . We envision a world where _____ .
shortcomings of current solution *shortcomings are resolved*

We're bringing this world about through _____ .
broad technology/approach



Develop your
STRATEGY

The **RDCL** strategy canvas helps you answer four questions

R



Real Pain Points

“Why do people care?”

D



Design

“What do people use?”

C



Capabilities

“How do we do it?”

L



Logistics

“How do we deliver it?”

REAL PAIN POINTS

Validated (**verified + valued**) problems or desires that your product addresses

DESIGN

Product **Interface** (how it's used) and **Identity** (how it's perceived)

CAPABILITIES

How we can **deliver on our promises** (technology, content, data, relationships, expertise)

LOGISTICS

Last mile and beyond (pricing, delivery, installation, support)

LIKELI

Likeli RDCL Strategy



Real Pain Points

Validated = Verified + Valued

As an amateur wine drinker, I...

...want to look sophisticated to my friends by picking a good wine for a dinner party, without overpaying, and without spending too much time on research.

...want to enjoy good wine on my own without overpaying, and learn about wine at my own pace without feeling intimidated.

Likeli RDCL Strategy



Real Pain Points

Validated = Verified + Valued

As an amateur wine drinker, I...

...want to look sophisticated to my friends by picking a good wine for a dinner party, without overpaying, and without spending too much time on research.



...want to enjoy good wine on my own without overpaying, and learn about wine at my own pace without feeling intimidated.

Likeli RDCL Strategy



Design

INTERFACE

How people should **use** the product

- Understand preferences & price range without intimidating questions
- Get actionable, accurate recommendations
- Access educational content

IDENTITY

How people should **perceive** the product

- *Voice*: Unpretentious, funny, disarming
- *Look & Feel*: Sophisticated, but not intimidating

Likeli RDCL Strategy



Capabilities

- **Unique quiz** capable of mapping taste preferences (e.g. coffee vs. tea) to wine recommendations
- **Learning algorithm** for wine recommendations and rationale
- Proprietary **educational tools**, including geography-based and grape-based tasting kits

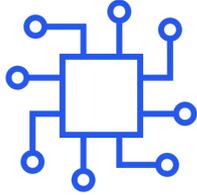
Likeli RDCL Strategy



- **Shipping:** Easily buy wine based on our recommendations. Operational setup allows 2-5 business day delivery
- **Queued ordering:** Users create wine queue, providing steady stream of predictable revenue
- **Subscription wine courses:** Wine courses that includes tasting kits. Users can “graduate” through levels of wine knowledge

How do you decide
if your strategy is a good one?

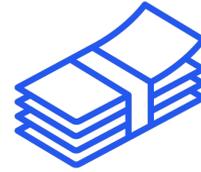
What could **kill your product** tomorrow?



Technology &
Ops Risk



Legal &
Regulatory Risk



Financial Risk



Personnel Risk



Stakeholder Risk

Use the **Sustainability Statement** to identify the single biggest risk to your existence

Currently, the greatest risk to our product's existence is that _____ .
greatest risk

If this happens, we won't be able to continue operating because _____ .
consequence(s) of risk

This risk will most likely come true if _____ .
factors that increase/amplify risk

Some factors that could help us mitigate the risk are _____ .
factors that decrease/mitigate risk

WORSENS SUSTAINABILITY



INVESTING
IN THE VISION

DANGER!

GOOD VISION FIT



POOR VISION FIT

BUILDING
VISION DEBT

IDEAL



IMPROVES SUSTAINABILITY

LIKELI

Likeli Sustainability Statement

Currently, the greatest risk to our product's existence is that

greatest risk

If this happens, we won't be able to continue operating because

consequence(s) of risk

This risk will most likely come true if

factors that increase/amplify risk

Some factors that could help us mitigate the risk are

factors that decrease/mitigate risk

GOOD VISION FIT



L: Automate integration with stores so recommendations are in sync with inventory

D: Build wine education programs and content

C: Understand taste preferences without intimidating users

C: Generate actionable recommendations, quick gratification

D+L: Create wine “learning kits” as a subscription model

L: Sales funnel improvement:

- Google ad-words based marketing to sell specific wines
- Use Robert Parker point ratings

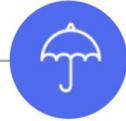


POOR VISION FIT

WORSENS SUSTAINABILITY



IMPROVES SUSTAINABILITY





Product strategy is an **art**, not a **science**.

Use this as a way of **starting conversations**
with your team, **not ending them**.

QUESTIONS?

WORKSHOP!



Workshop Agenda

30 min: Vision

20 min: Sustainability

45 min: Create RDCL

30 min: Evaluate RDCL

15 min: Group Presentation

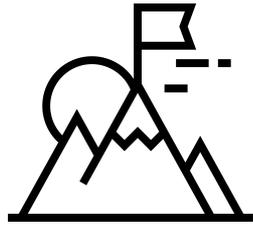
10 min: What's Next?

What's **next** ?

THANKS!

www.radicalproduct.com

A **Vision** is not a Mission!



Mission

Why we work
(Aspirational)



Vision

Where we're going
(Actionable)