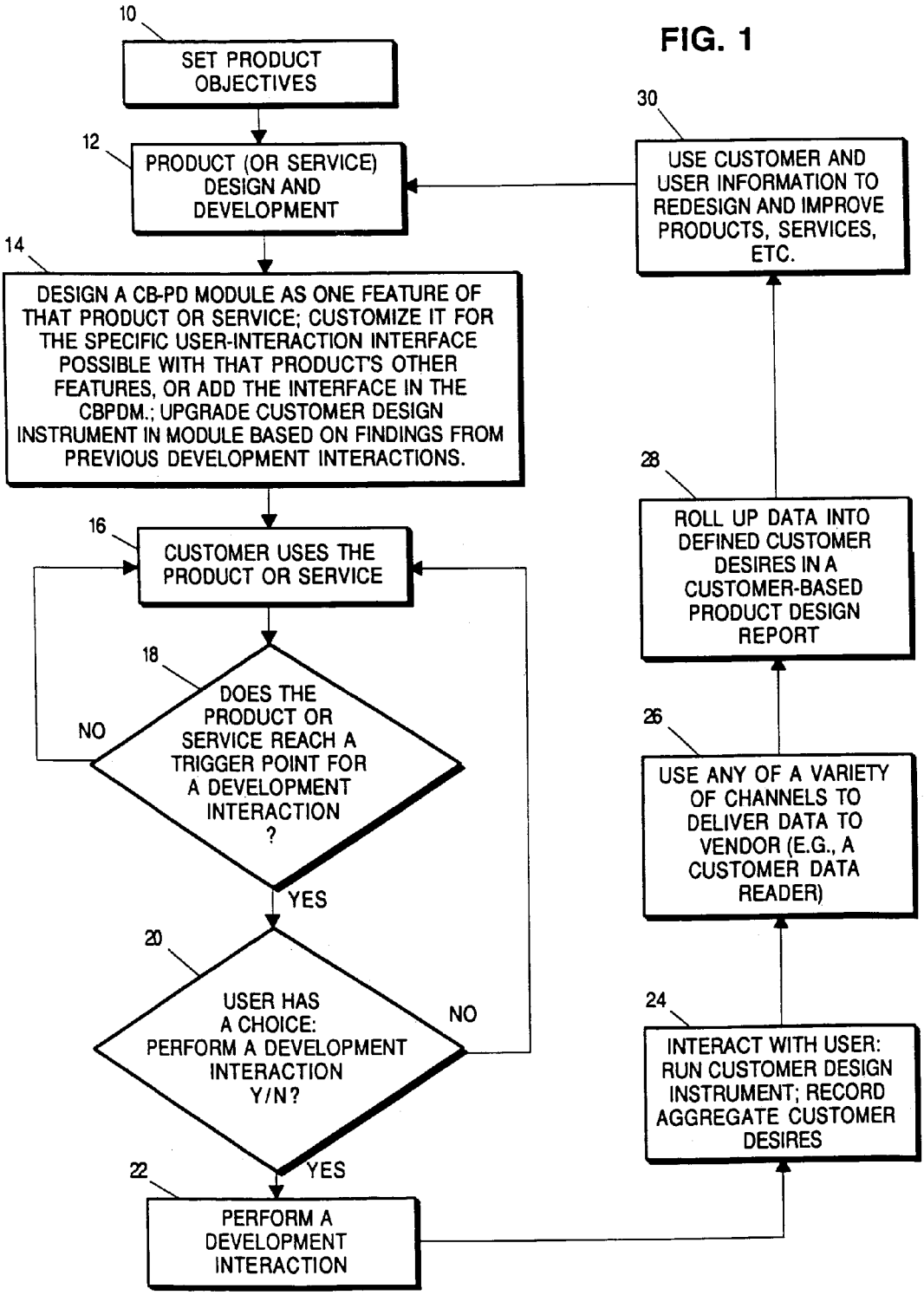
FIG. 1
10
SET PRODUCT OBJECTIVES
12
PRODUCT (OR SERVICE) DESIGN AND DEVELOPMENT
14
DESIGN A CB-PD MODULE AS ONE FEATURE OF THAT PRODUCT OR SERVICE; CUSTOMIZE IT FOR THE SPECIFIC USER-INTERACTION INTERFACE POSSIBLE WITH THAT PRODUCT'S OTHER FEATURES, OR ADD THE INTERFACE IN THE CBPDM.; UPGRADE CUSTOMER DESIGN INSTRUMENT IN MODULE BASED ON FINDINGS FROM PREVIOUS DEVELOPMENT INTERACTIONS.
16
CUSTOMER USES THE PRODUCT OR SERVICE
18
DOES THE PRODUCT OR SERVICE REACH A TRIGGER POINT FOR A DEVELOPMENT INTERACTION ?
NO
YES
20
USER HAS A CHOICE: PERFORM A DEVELOPMENT INTERACTION Y/N?
NO
YES
22
PERFORM A DEVELOPMENT INTERACTION
24
INTERACT WITH USER: RUN CUSTOMER DESIGN INSTRUMENT; RECORD AGGREGATE CUSTOMER DESIRES
26
USE ANY OF A VARIETY OF CHANNELS TO DELIVER DATA TO VENDOR (E.G., A CUSTOMER DATA READER)
28
ROLL UP DATA INTO DEFINED CUSTOMER DESIRES IN A CUSTOMER-BASED PRODUCT DESIGN REPORT
30
USE CUSTOMER AND USER INFORMATION TO REDESIGN AND IMPROVE PRODUCTS, SERVICES, ETC.