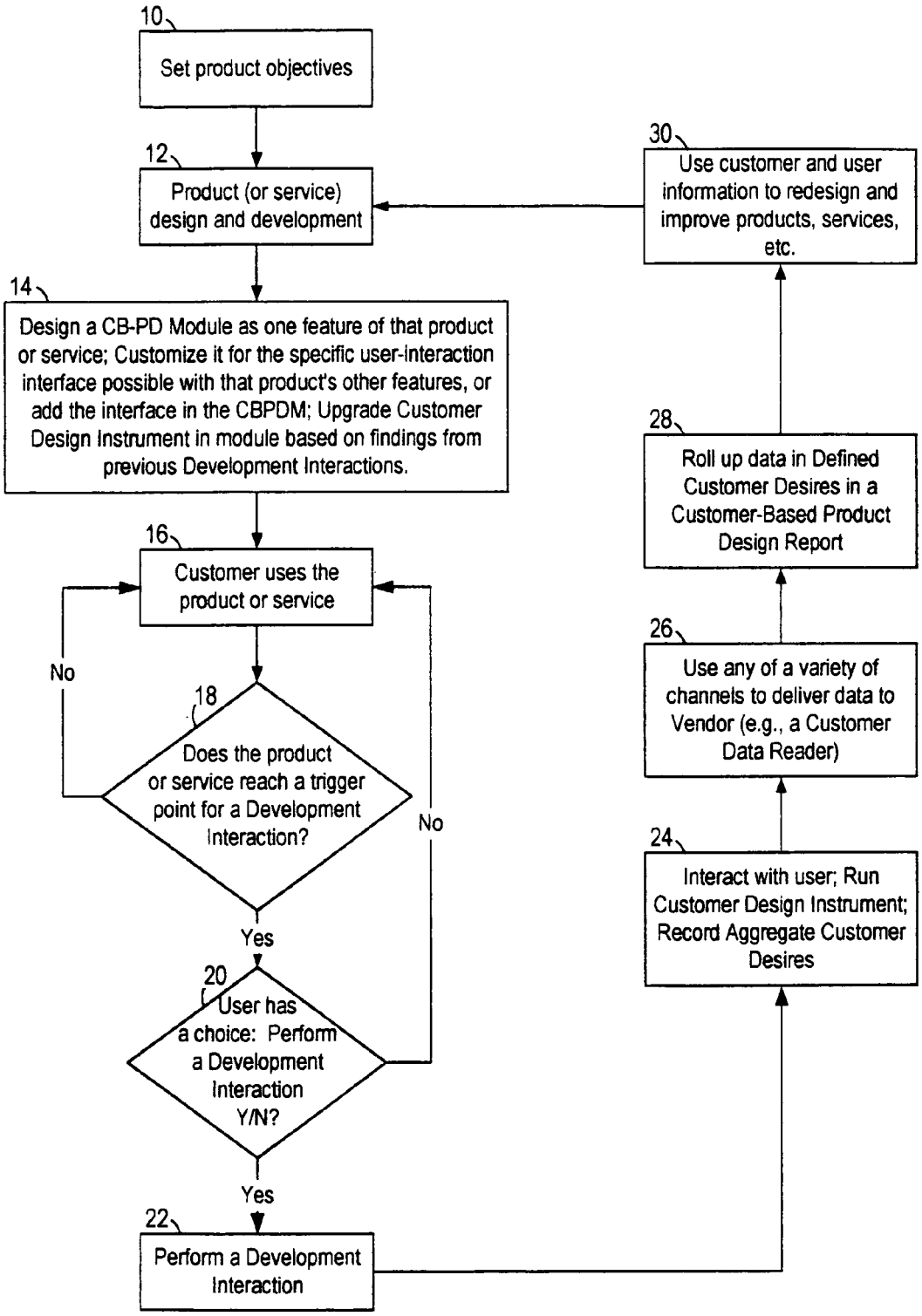
Figure 1


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 in Defined Customer Desires in a Customer-Based Product Design Report
30
Use customer and user information to redesign and improve products, services, etc.