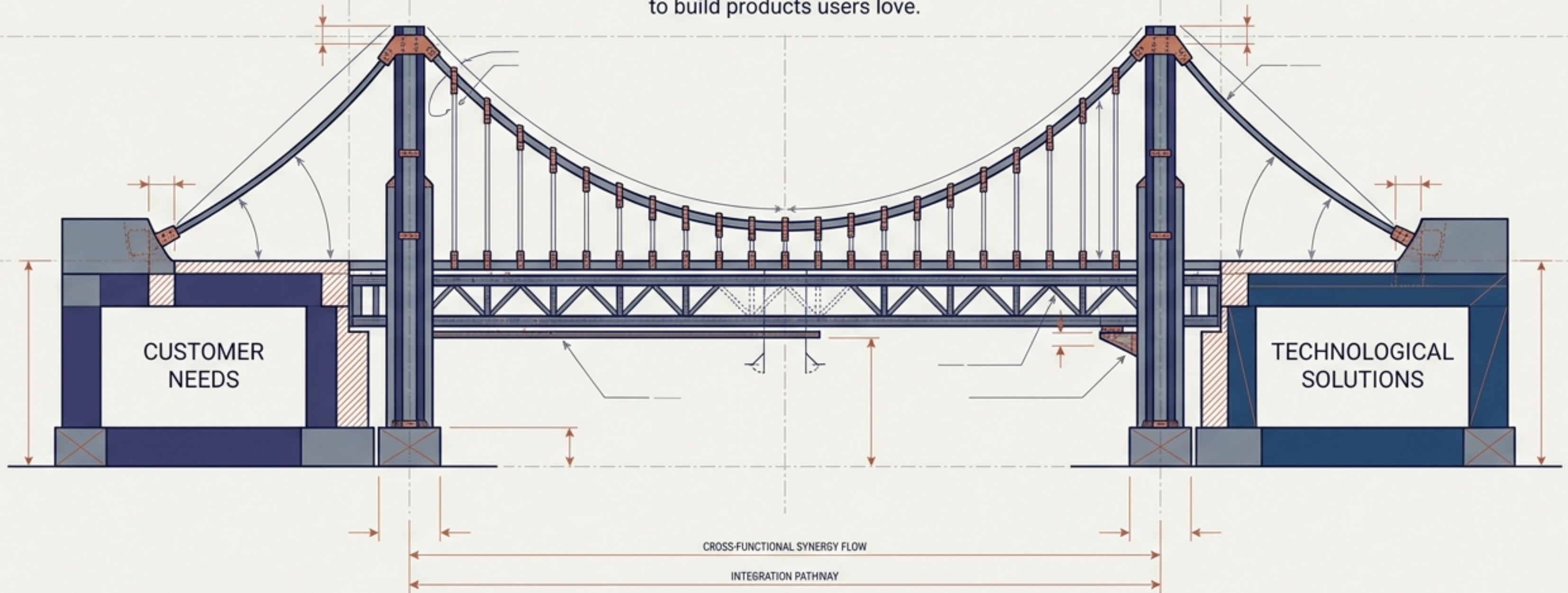


# ARCHITECTING THE CUSTOMER EXPERIENCE

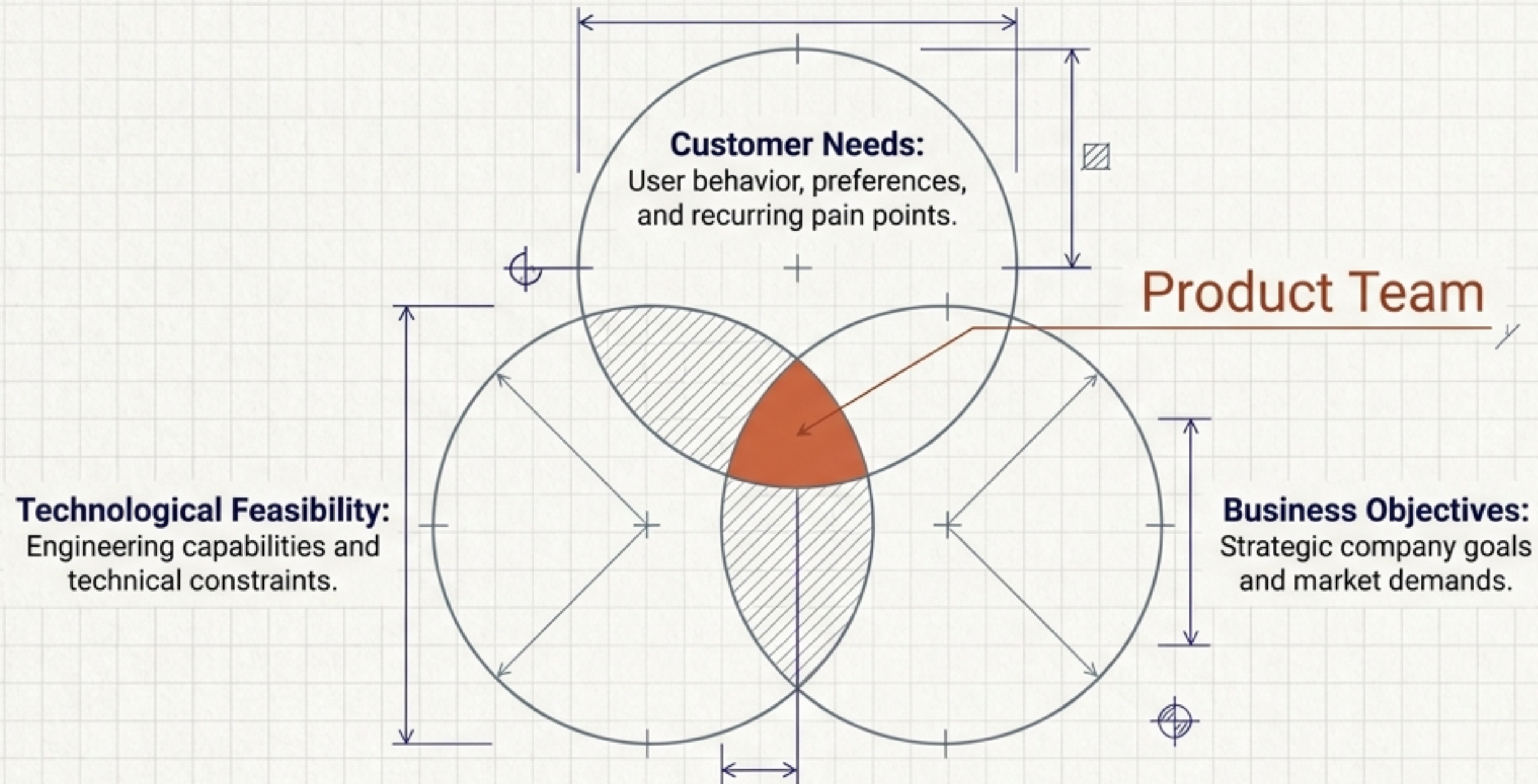
Operationalizing cross-functional collaboration  
to build products users love.



|       |        |         |     |     |
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# The Product Team as the CX Bridge

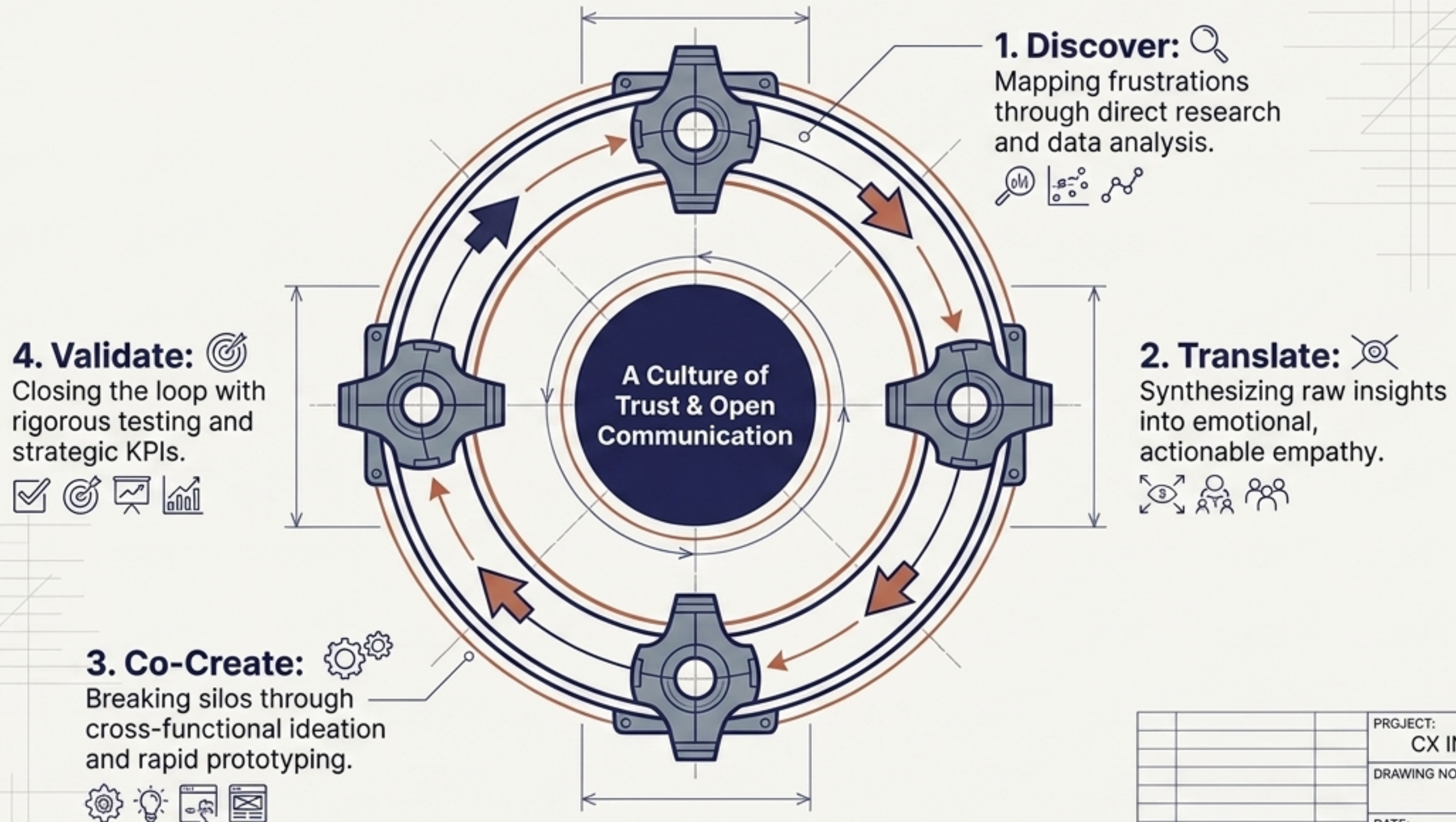


The modern mandate has shifted: Product teams must move beyond simply delivering functional features to engineering **delightful user experiences** that drive loyalty.

|                            |               |
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| PROJECT:<br>CX INTEGRATION |               |
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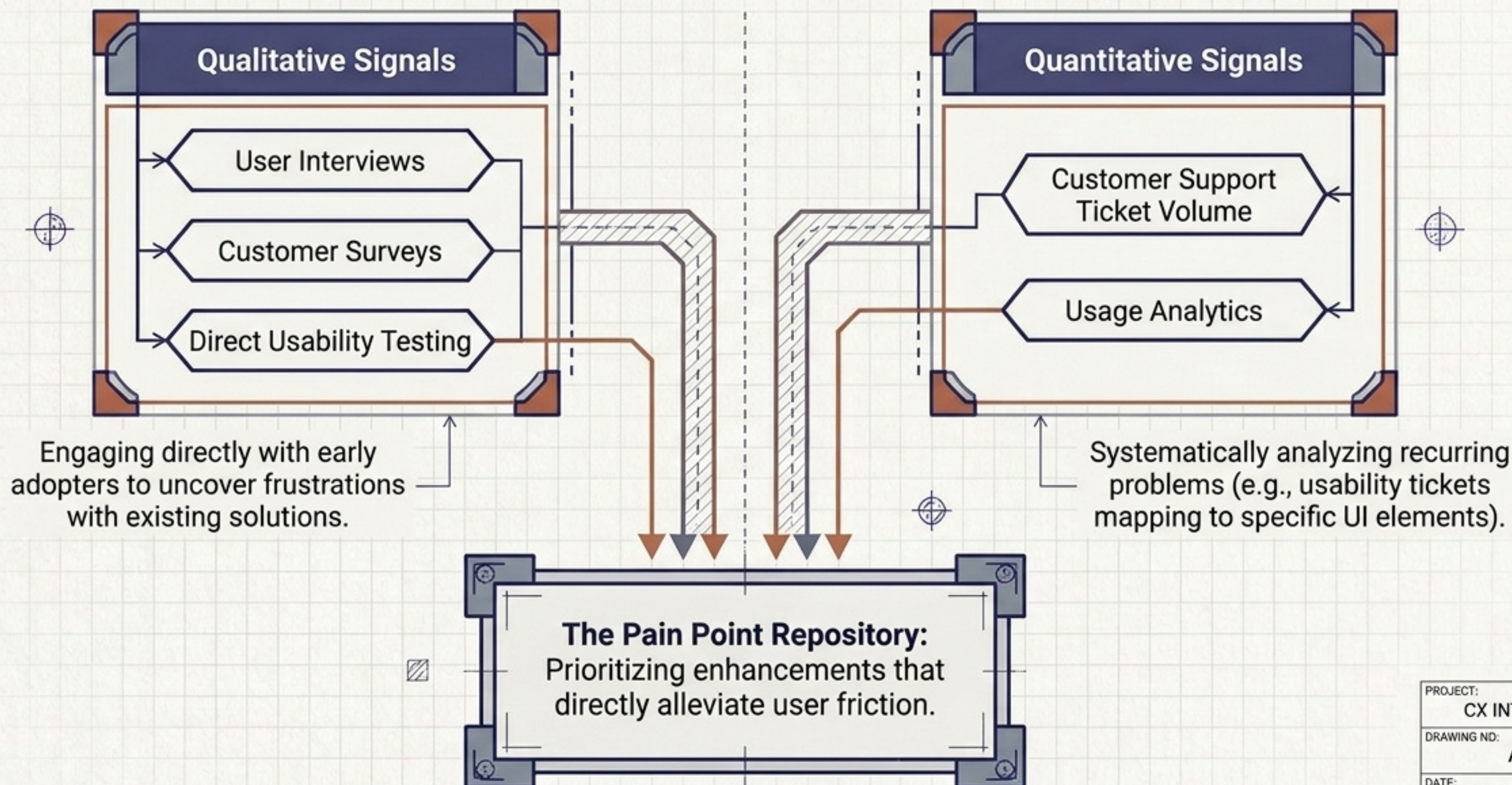
# The Continuous CX-Product Flywheel



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# Phase 1: Discovering the True Pain Points



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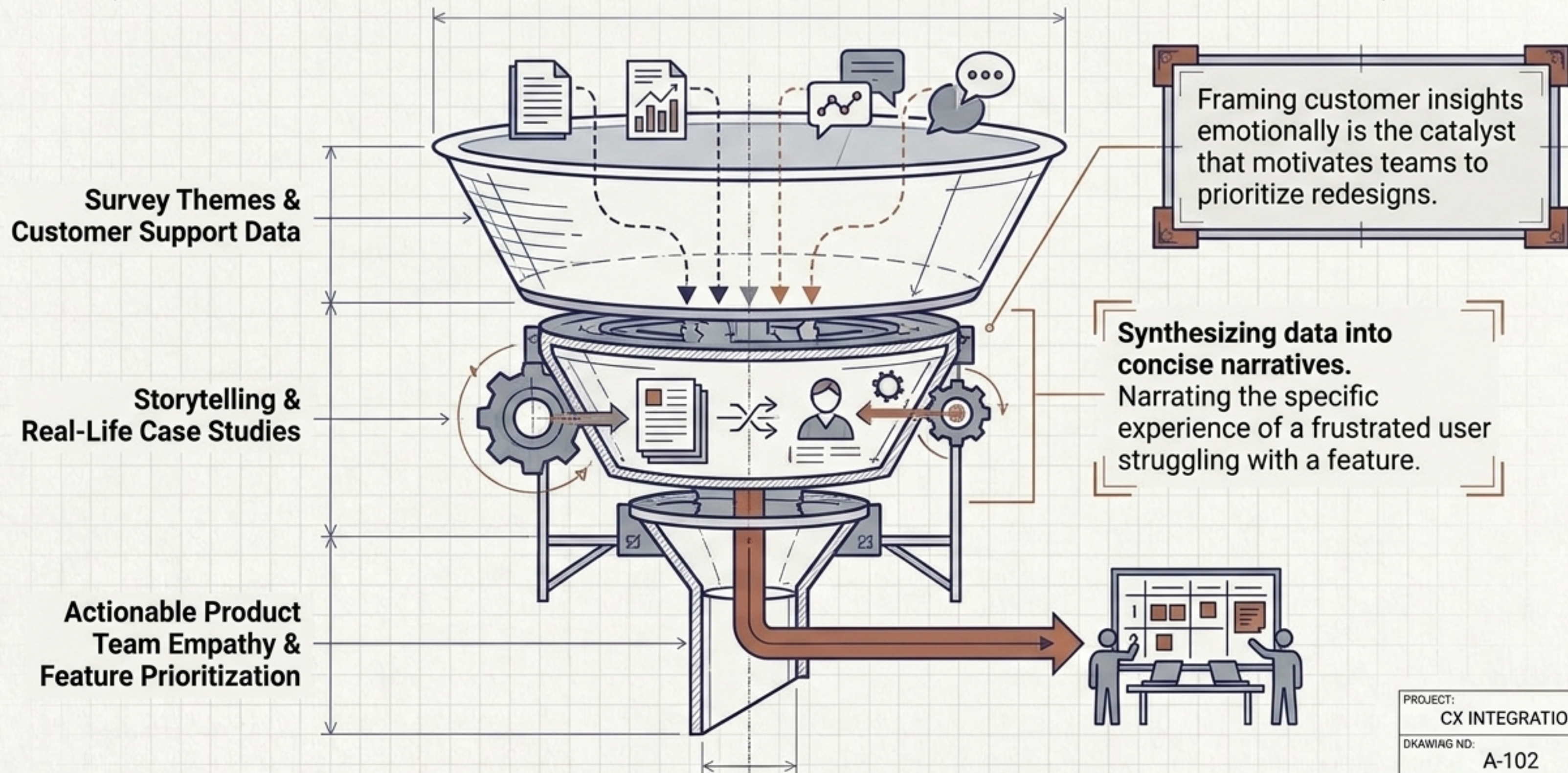
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# Phase 2: Translating Data into Empathy



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# Phase 3: Co-Creating Solutions Across Silos

|                   | Traditional Output-Driven Model       | CX-Driven Co-Creation Model                                      |
|-------------------|---------------------------------------|------------------------------------------------------------------|
| Ideation          | Product and Engineering isolation     | Cross-functional workshops (Product + Sales, Marketing, Support) |
| Prototyping       | High-fidelity, late-stage development | Design thinking with rapid, low-fidelity iterative concepts      |
| Stakeholder Input | Internal review only                  | Early beta programs and continuous customer feedback loop        |

|                            |               |
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# Anchoring the Product Roadmap to CX Outcomes

**CX Goal:** Improve User Retention & Engagement

**Agile Product Roadmap:** Launch new interactive dashboard features

Product development efforts must fundamentally align with delivering user value.

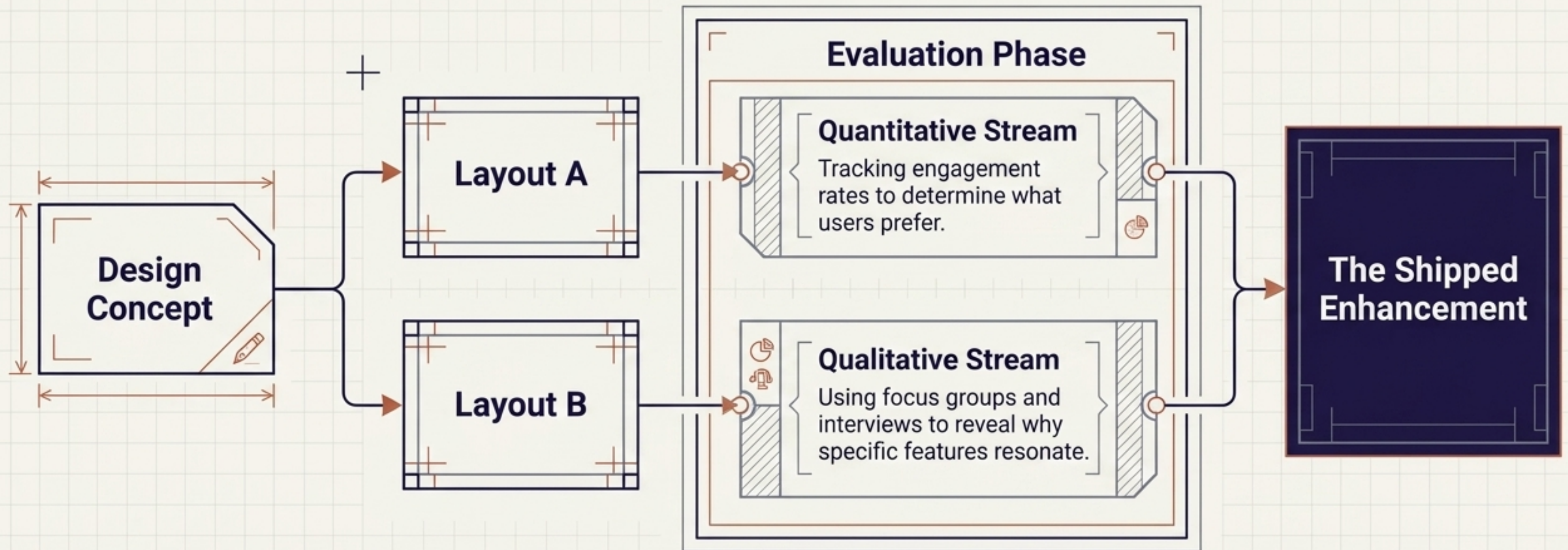
## Agility Requirement:

As market dynamics evolve, organizations must continuously incorporate fresh customer feedback to align roadmaps with market trends.

|            |                |
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# Phase 4: Validating Through Iteration Loops



**Quantitative data provides the metrics;  
qualitative feedback provides the crucial context.**

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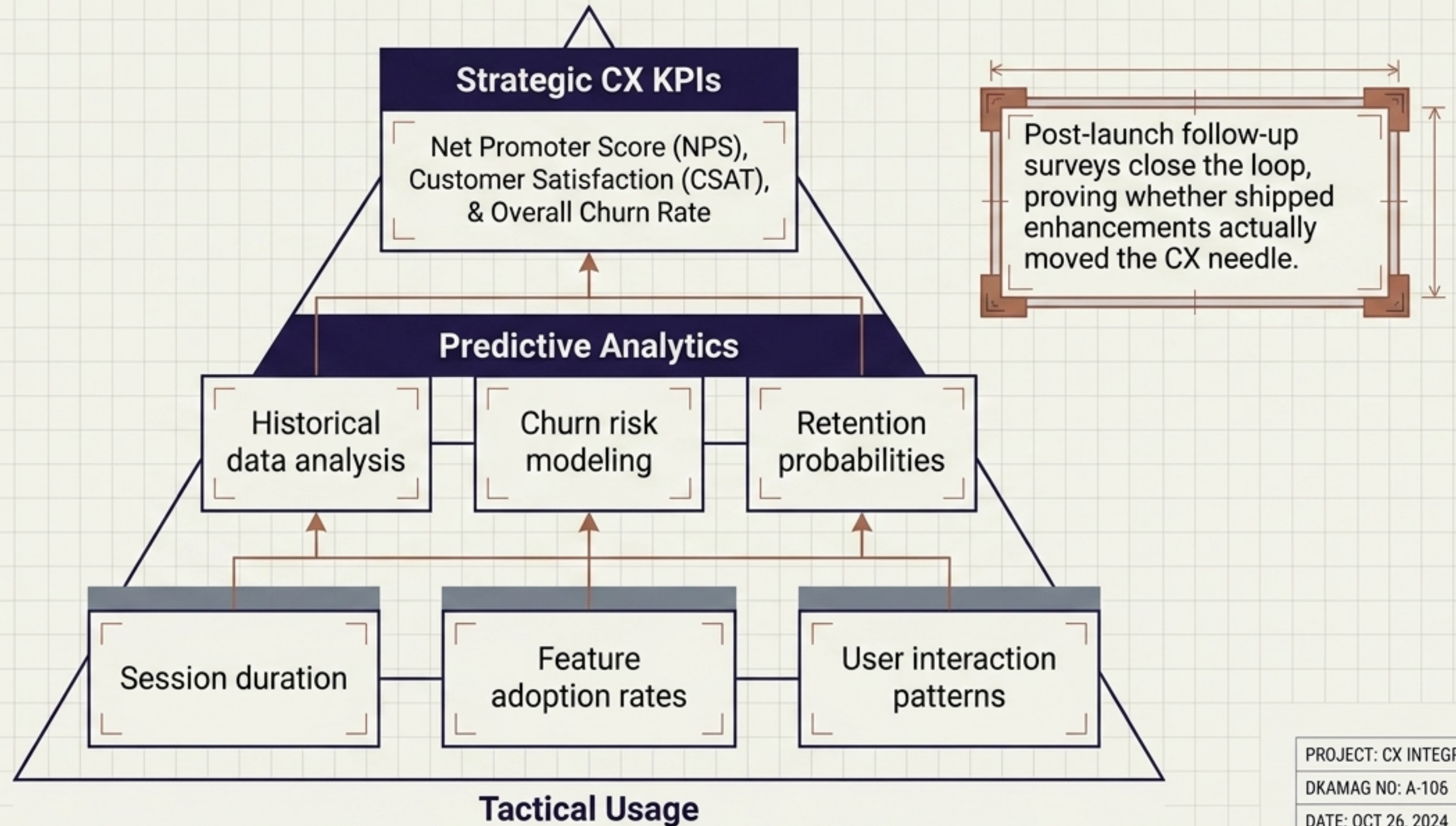
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# Measuring Success via the Metric Tree



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# The Cultural Foundation of Customer-Centric Product

PROJECT: CX INTEGRATION

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