Customer Centered AI: A Radical Strategy
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
“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.”
“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?”
<table>
<thead>
<tr>
<th>REAL PAIN POINTS</th>
<th>DESIGN</th>
<th>LOGISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Validated <em>(verified + valued)</em> problems or desires that your product addresses</td>
<td>Product <strong>Interface</strong> (how it’s used) and <strong>Identity</strong> (how it’s perceived)</td>
<td>Last mile and beyond (pricing, delivery, installation, support)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CAPABILITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>How we can <strong>deliver on our promises</strong> (technology, content, data, relationships, expertise)</td>
</tr>
</tbody>
</table>
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.
Likelihood RDCL Strategy

😊 Real Pain Points

Validated = Verified + Valued

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Likelihood 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
Likelii 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

**Logistics**

- **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*
Likelii Sustainability Statement

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**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

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

**L**: Generate actionable recommendations, quick gratification

**L**: Sales funnel improvement:
- Google ad-words based marketing to sell specific wines
- Use Robert Parker point ratings

**IMPROVES SUSTAINABILITY**

**POOR VISION FIT**

**WORSENS 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
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What’s next?
THANKS!

www.radicalproduct.com
A Vision is not a Mission!

Mission

*Why* we work *(Aspirational)*

Vision

*Where* we’re going *(Actionable)*