

EXTERNAL CONSUMER-INNOVATOR CUSTOMER JOURNEY MAP

GUIDING PRINCIPALS

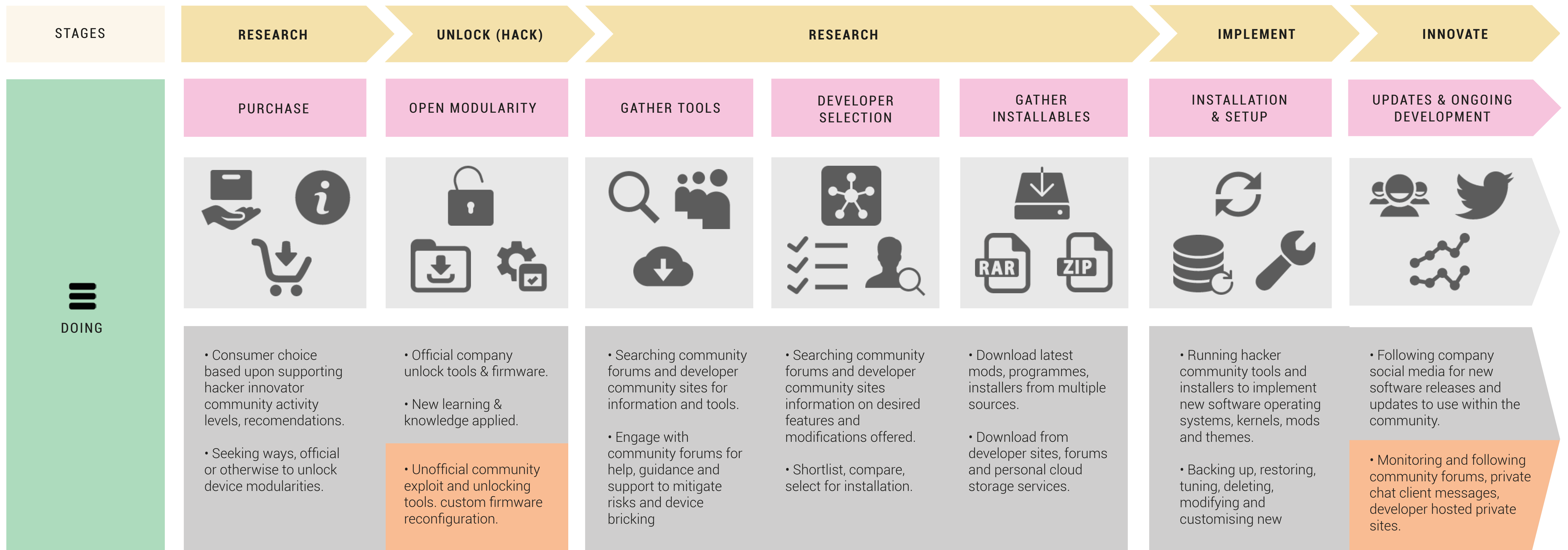
• Consumer product hacking is an inevitable outcome driven by the desire to customise and control user experiences.

• Hackers provide a source of important innovation externally to firms, which requires careful selection and absorption to internal R&D

• Hacker innovator's highly-value open collaboration and integration with firms in turn driving brand loyalty.

• Understanding how to harness and nurture collaborative innovation networks is a strategic asset, critical to sustained innovation capabilities.

CONSUMER JOURNEY



CONTINUOUS EXTERNAL COMMUNITY SUPPORT, HELP, ONE-TO-ONE INTERACTION & FEEDBACK



OPPORTUNITIES

Nurturing, fostering, encouraging, simplifying

Stimulating, integrating, facilitating, centralising

