

The three habits of Continuous Product Design




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01 Proactive discovery

Automated detection of customer behaviors, intents, and struggles.

It's not just about understanding when something breaks, but knowing when customers experience friction or can't accomplish what they intended to do—and anticipating this before customers call or email you to make a suggestion or complain.

There are three key capabilities required for proactive discovery:

-  Autocapture.
-  Proactive anomaly detection.
-  Real-time monitoring.

02 Quantified empathy

Visualize customers' experiences and quantify impact at scale.

Too often companies use siloed approaches to data and decision making, so quantitative and qualitative data is not tied together. Data is either missing empathy or its missing quantification.

Quantified empathy addresses this by connecting how a customer feels about your products to the business impact. It allows you to visualize the customer experience and assess the magnitude of that experience at scale.





It's analytics with heart, so you can humanize otherwise impersonal data.

03 Customer-centric prioritization

Align teams faster with a single version of customer-centric truth.

Most companies struggle with pockets or silos of customer signals. CPD was founded on the premise of empowering a culture of faster learning and collaboration across teams.

But in order to align all of these disparate teams successfully, we need a single version of customer-centric truth, which links five types of data to the customer experience:

-  Business data, such as conversion data or sales data.
-  Behavioral data, such as pathing data or dwell times.
-  Technical data, such as page performance or error rates.
- Voice of customer data, such as surveys or call center.
-  And customer experience viewing via session replay.

Linking these 5 types of data means everyone is working off the same sheet of music, so it becomes easier to prioritize, because everything is quantified based on the customer's perspective.