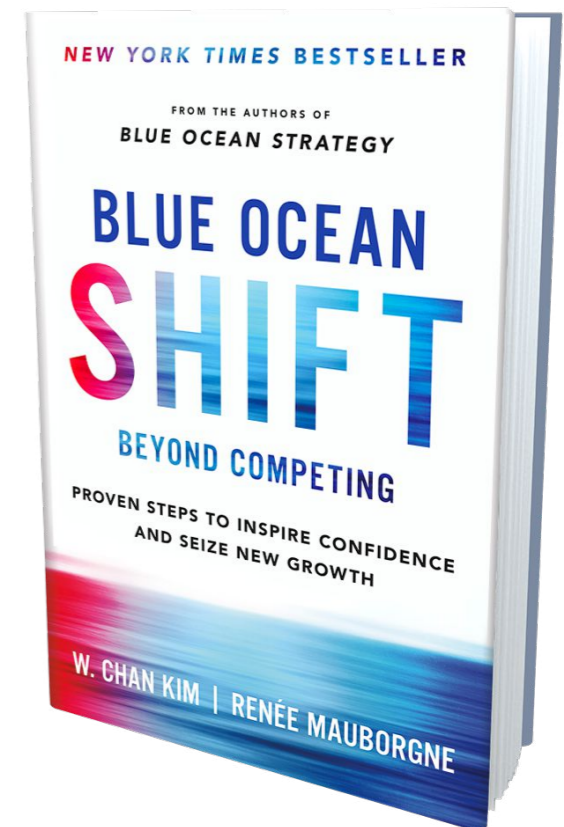


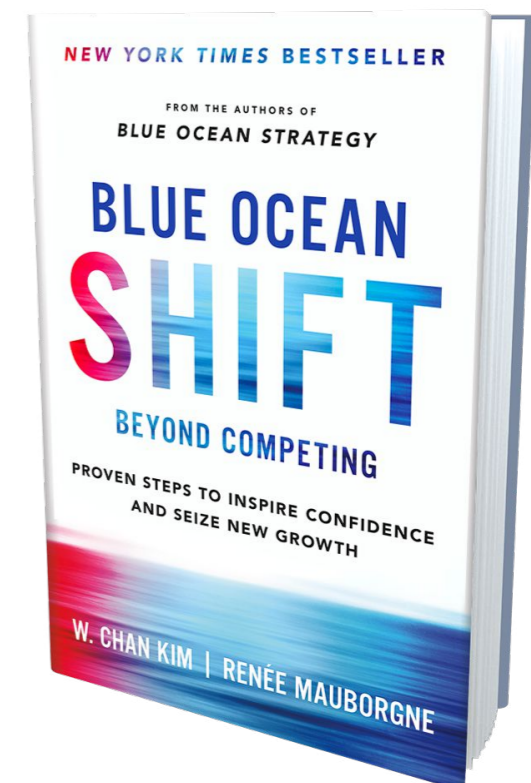
Plotting Your Buyer Utility Map

Exercise Template



Overview: Plotting Your Buyer Utility Map

- [BLUE OCEAN SHIFT](#) outlines the process of how to plot your Buyer Utility Map and interpret the results
- [BLUE OCEAN SHIFT](#) presents sample completed Buyer Utility Maps for your reference
- To aid you in completing this step and all the other steps in [BLUE OCEAN SHIFT](#) we strongly recommend using the [online BLUE OCEAN STUDIO](#).



The Buyer Utility Map

The Buyer Experience Cycle

The Six Utility Levers

	Purchase	Delivery	Use	Supplements	Maintenance	Disposal
Customer Productivity						
Simplicity						
Convenience						
Risk Reduction						
Fun and Image						
Eco-Friendliness						

The Buyer Utility Map

The Buyer Experience Cycle
Here you can rename your buyer experience cycle if needed

The Six Utility Levers

Customer Productivity					
Simplicity					
Convenience					
Risk Reduction					
Fun and Image					
Eco-Friendliness					

Key Insights

