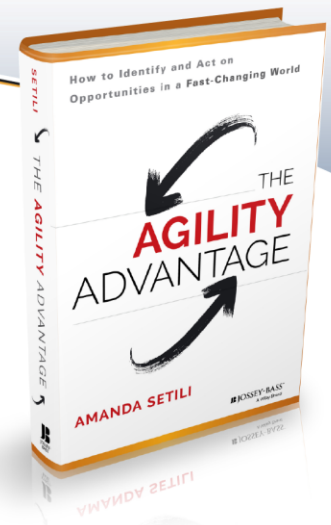


Table 2.2: Roles Customers Could Play in Your Business



What Roles Could Customers Play In Our Business?

Design or Customize

Make and Deliver

Refer, Review, Choose, Buy

Use and Maintain

Sell, Give, or Dispose of

What are our objectives, and how will we measure success?

What's in it for the customer?

What structure or processes should we put in place to enable customers to engage?



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