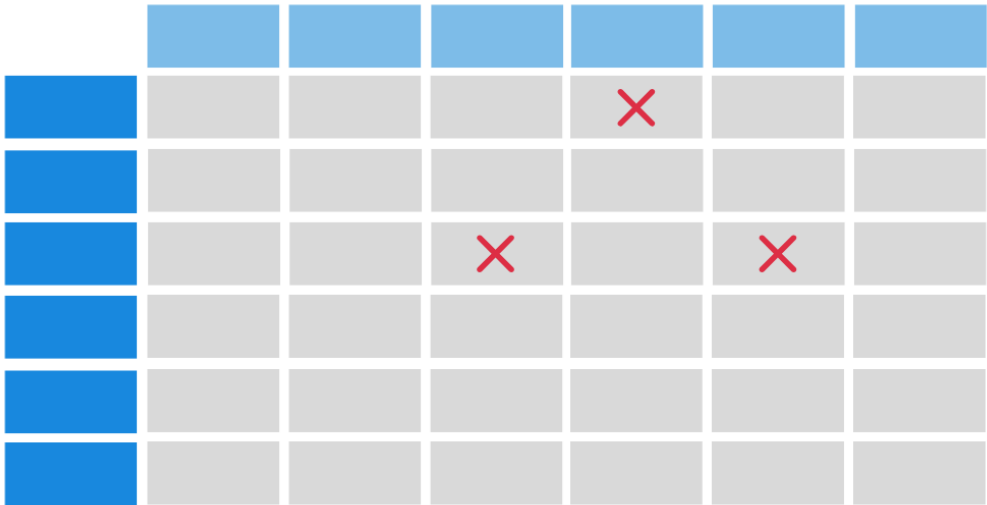


Plotting Your Buyer Utility Map

Exercise Template



Overview: Plotting Your Buyer Utility Map

- [Blue Ocean Strategy](#) introduces the buyer utility map and looks at the maps dimensions in detail.
- [Blue Ocean Shift](#) outlines the process of how to plot your buyer utility map and interpret the results.
- The books present sample completed buyer utility maps for your reference.



The Buyer Utility Map

The Buyer Experience Cycle							
		Purchase	Delivery	Use	Supplements	Maintenance	Disposal
The Six Utility Levers	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
