

Buyer Utility Map

The horizontal labels ("purchase," "delivery," etc.) are the six stages of the buyer experience. Regardless of industry, your buyers will go through some form of these six steps. The vertical labels ("customer productivity," "simplicity," etc.) are the utility levers. These are actions, or "levers" you can pull, to change how your buyer experiences each stage.

See *Blue Ocean Shift* page 151 for definitions of each buyer experience, and page 153 for definitions of each utility lever.

Print this PDF and put an X on each block where you've found a pain point. And put a O wherever your industry currently focuses. You want to keep your chart as sparse as possible, so only put an X or O in areas you are absolutely sure of.

	Purchase	Delivery	Use	Supplements	Maintenance	Disposal
Customer Productivity						
Simplicity						
Convenience						
Risk Reduction						
Fun & Image						
Environmental Friendliness						