



**EFFICIENCY  
FOR  
ACCESS**

# Making products *user-friendly* and *commercially viable*

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# Who are we?



BBOXX's mission is to transform lives and unlock potential through access to energy.

We design, manufacture, distribute, and finance solar home systems and other products.



Sarah and Esinam are product managers at BBOXX. We work on designing and bringing to life new products.



Part of our job is to make sure that products both meet our customers needs and are commercially viable.

# What are we going to talk about today?

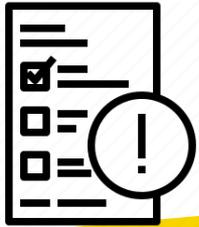
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- How can we **incorporate the user** into product design from day one?
- How do we make sure that the products we are developing are **commercially viable**?
- How do we **balance** these two goals?



**Putting the USER in UX**

# We usually design from our perspective...



Customer Problem



Idea



Solution Design

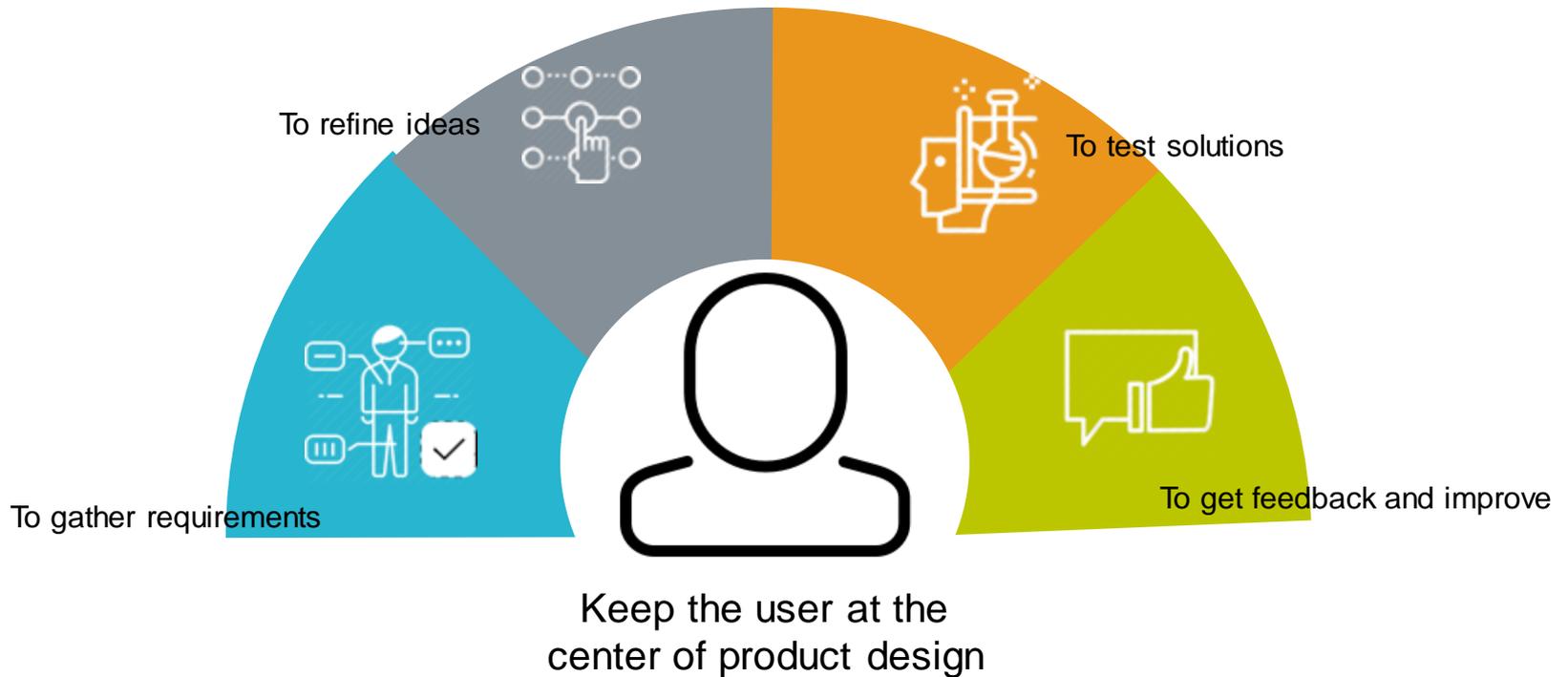


Test

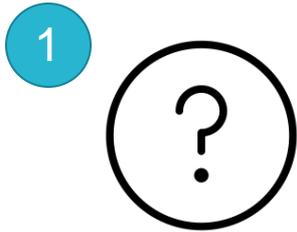


Release

# ... And it is very easy to forget the most important stakeholder



# We can involve users in product design in different ways



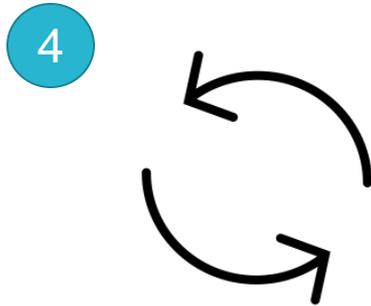
1  
Ask Questions



2  
Observe the user



3  
Put a Product in  
their hands



4  
Close your feedback  
loop



5  
Learn from the Data

# It's never too early to involve the user



1

Number 1  
requested  
appliance in a  
market



2



First prototype  
based off basic  
requirements  
from customers

3



Second  
prototype  
based off  
feedback from  
customers



4



Final product  
will be  
produced and  
sold to  
customers

# In the end, co-creating with users produces multiple benefits

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- Fit for purpose product
- Clear idea of product viability
- New ideas for products
- Innovative solutions to problems



# **Making a Product Commercially Viable**

# What does "commercially viable" mean?

- The product can be **produced, delivered, and serviced**
- The **total cost of the product** aligns with the target price point
- Customers will **choose the product** over other alternatives
- Customers are **willing to pay** for the product



# The product can be produced, delivered to the customer, and serviced

- You should think through every step of the products life, from when it is produced, to when it is disposed.
- Make sure that each step is both feasible, and affordable.
- These steps include:
  - Production
  - Shipment
  - Storage
  - Delivery
  - Usage
  - Repairs
  - Disposal

## CASE STUDY: REFRIGERATOR



# The total cost of the product aligns with price point

- Remember that the cost of the product includes more than just the upfront cost
- You have to account for all of the costs associated with providing the product to the customer:
  - Financing
  - Delivery
  - Taxes
  - Customer service
  - Repairs
  - Sales
  - Repossessions
  - The SHS

## CASE STUDY: IRON



# Customers will choose the product over alternatives

- Consider whether the customer will choose the product against all possible alternatives, not just direct competition
- "Competition" may include:
  - Locally available products that serve the same purpose
  - Products from direct competitors
  - Renting or paying per use for some products

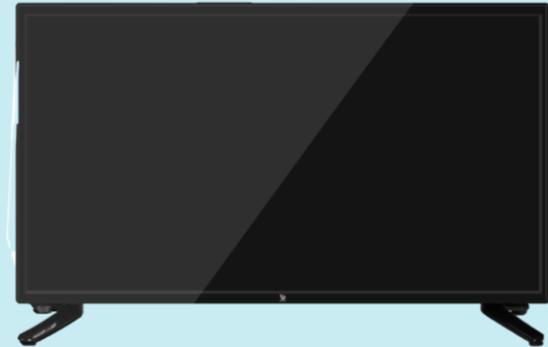
## CASE STUDY: SHAVER



# Customers are willing to pay for the product

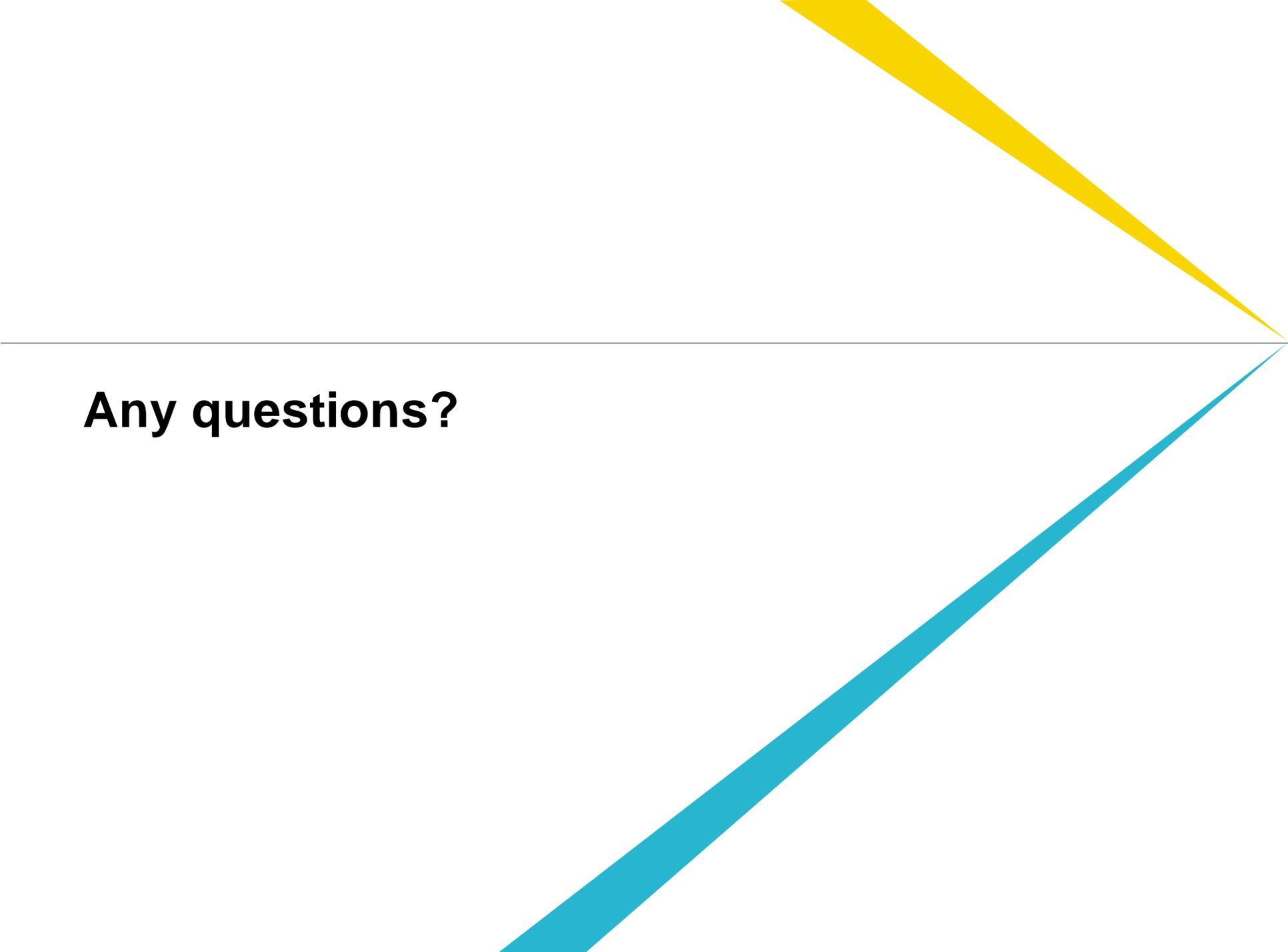
- You have to assess whether the customer is able and willing to pay the price for the product
- This is notoriously hard to determine, but there are some techniques:
  1. Doing a randomized sales trial at various price points and monitoring uptake
  2. Selling the product or a similar one at one price point and monitor uptake
  3. Looking at sales of similar products
  4. Doing willingness to pay surveys

## CASE STUDY: TELEVISION



## **Discussion:**

**How do you balance user  
experience and commercial  
viability?**

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**Any questions?**



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