|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Purchase | Delivery | Use | Supplements | Maintenance | Disposal |
| Customer Productivity |  |  |  |  |  |  |
| Simplicity |  |  |  |  |  |  |
| Convivence |  |  |  |  |  |  |
| Risk Reduction |  |  |  |  |  |  |
| Fun and Image |  |  |  |  |  |  |
| Environmentally Friendly |  |  |  |  |  |  |

There are six points along the buying continuum where businesses can create value for their buyers.

**Purchase**. How attractive and accessible is the physical or online store? How easy is it to find the product(s) the prospect is looking for? How easy and how fast can a purchase be made?

**Delivery**. How fast is the product delivered? Is the delivery method convenient for the purchaser? How easy is it to unpacking and installing the product?

**Use**. What training or expert assistance is required to use the product? How easy is it to store the product when it is not in use? How effective are the product features and functions?

**Supplements**. Are there other accessories that are needed to use the product?

**Maintenance**. How easy is it to maintain the product? Does it require expert assistance to maintain it?

**Disposal**. If the product generates waste how easy is it to dispose of it?

There are also six potential utility levers that can be used to leverage the buyer experience cycle.

**Customer Productivity.** How can you help the consumers to do things faster, better, or in a different way? Can you make using the product time-consuming? Can you make the product require less effort to use? Can you make it cost less money to use it?

**Simplicity**. Can you make the product easier to use? Can you eliminate or minimizes the complexity or mental hassle of using it?

**Convenience.** Can you make using the product easier to install and use, such as having access to 24/7 customer support.?

**Risk Reduction**. Can you minimize the customers financial, physical, or emotional risk? Can you minimize a customer’s loss of reputation if it does not perform as it should?

**Fun and Image.** Can you delight the customer in a tangible so that they share their experience? Can you alter the intangible look, feel, attitude, or styling associated with using the product?

**Environmental Friendliness**. Can you facilitate the recycling of consumables components and other environmentally sensitive practices?