

# 5 Working Backwards Questions

## 1. Who is the customer?

Production/sales planning and operative management (of an animal food producer).

## 2. What is the customer problem or opportunity?

Today, feed producers have to base their sales forecasts on experience and gut instinct when market pressure to reduce over- and under-production is high in order to stay competitive.

## 3. What is the most important customer benefit?

This solution allows animal feed manufacturer to produce as much animal food as needed without over- or underproduction and therefore prevent waste and loss of profits.

## 4. How do you know what the customer needs or wants?

By listening to the customer needs and applying basic economic theory.

## 5. What does the customer experience look like?

The customer opens the application, selects the product of interest and the relevant indicators, obtains the data, and therefore is satisfied. See the storyboard for more details.