



The eight practices of Continuous Product Design

1

Proactive and automated detection of behavioral and system anomalies

Behavioral and system anomalies are automatically detected (based on historical benchmarks) and correlated to business impact and possible causes.

2

Real-time notifications and dashboards linked to the customer experience

Dashboards and notifications sit on top of a combined data set, are easily configurable by any team member, and link back to the customer sessions.

3

Integrated 360-degree view of the digital product

Business, behavioral, technical, and voice of customer data are linked to a view of the customer experience (session replay), for all digital products.

4

Continuous quantification of business impacts linked to the customer experience

Setting up metrics is as easy as thinking them up. Analytics can be captured for any new enhancement without code changes. Anyone who discovers a problem can easily quantify the impact, saving everyone time.

5

Integrated customer experience viewing throughout the product lifecycle

Everyone can see the experience and the result of the session, which allows for deeper understanding, prioritization, and idea generation.

6

Constant cross-team collaboration with a “single version of truth”

Stakeholders across the customer lifecycle —not just product, UX, and engineering, but also marketing, operations, customer service—are present in design/ status meetings and encouraged to collaborate.

7

Organization-wide enablement and democratization of the data

The broader product team regularly accesses the 360-degree view of the digital product, while stakeholders across the business use this data in their own workflows.

8

Continuous customer observation across the broader ecosystem

Customers are observed at scale in the entirety of their journey and panels provide meaningful conclusions.