



Roles in Multi-Disciplinary Teams

Efficiency Roles

Product Owner. Brings learning and insights by observing human behavior and understanding how people interact physically and emotionally with products and services

Customer Service Representative. Brings rich stories of people's stresses and what's triggering their stress

Sales Manager or Operations Manager. Brings "front-line" observations of how people compensate for their stresses

Innovation Team Leader. Brings experience in overcoming organization roadblocks to enable the innovation team to strive for breakthrough innovations, not incremental improvements

Finance Manager. Brings experience understanding the financial hurdles and performance thresholds the innovation must meet

Value Roles

Business Solutions Architect. Brings experience from other industries and companies translating those insights to address your unique needs

Project Manager. Brings communication and documentation abilities to track outstanding issues and resolutions

Customer Experience (CX) Architect. Brings design expertise to create compelling experiences that go beyond mere functionality to connect at a deeper level with customer needs

Storyteller. Brings the ability to build organization and customer awareness through compelling narratives that motivate people to act

Prototype Experimenter. Brings the technical skills to rapidly prototype new ideas

Marketing Manager. Brings experience working with cross-functional groups to successfully launch innovations